



Report

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London Borough of Newham

Town Centre & Retail Study Update 2016

July 2016



Report

Appendices



Report

**Appendix 1
Household
Telephone
Survey
Results**

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q01 In which shop or shopping centre do you do most of your households main food shopping?																										
<i>Excludes SFTs</i>																										
Asda, Tollgate Road, BECKTON	14.0%	111	23.4%	5	42.6%	22	22.3%	15	44.3%	20	17.7%	14	0.6%	0	22.6%	10	6.4%	5	7.8%	9	9.5%	8	3.2%	2	0.0%	0
Morrisons, The Grove, STRATFORD	10.3%	82	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	21.5%	15	1.8%	1	60.2%	47	11.8%	13	3.8%	3	1.7%	1	0.4%	0
Tesco Extra, Gallions Reach, BECKTON	9.0%	71	37.8%	8	13.0%	7	4.8%	3	14.1%	6	10.9%	8	6.9%	5	31.7%	15	0.0%	0	6.6%	7	6.1%	5	4.9%	3	5.0%	3
Sainsbury's, Claps Gate Lane, BECKTON	7.4%	59	17.5%	4	17.9%	9	13.3%	9	15.2%	7	9.9%	8	10.2%	7	12.7%	6	1.1%	1	0.5%	1	4.0%	3	2.2%	1	4.4%	3
Tesco Superstore, Highbridge Road, BARKING	6.3%	50	0.0%	0	0.0%	0	23.0%	16	1.0%	0	21.3%	16	0.0%	0	5.4%	2	0.0%	0	0.0%	0	5.4%	5	14.6%	10	0.0%	0
Sainsbury's, Myrtle Road, EAST HAM	5.1%	41	0.0%	0	0.0%	0	12.0%	8	5.6%	3	23.5%	18	0.0%	0	0.0%	0	0.0%	0	2.7%	3	9.6%	8	0.0%	0	1.0%	1
Sainsbury's, Roden Street, ILFORD	3.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	6.7%	8	19.6%	17	0.0%	0	0.0%	0
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	3.3%	26	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	6.2%	7	0.0%	0	0.0%	0	21.6%	15
Sainsbury's, The Mall, STRATFORD	3.2%	26	0.0%	0	6.2%	3	5.9%	4	0.0%	0	0.0%	0	15.9%	11	0.0%	0	5.9%	5	1.9%	2	0.0%	0	0.0%	0	0.4%	0
Asda, Marshall Road, LEYTON	3.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	7	12.6%	14	3.2%	3	0.0%	0	0.0%	0
Other	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.6%	1	6.4%	5	0.9%	1	14.6%	13	2.6%	2	1.3%	1
Asda, Vicarage Fields, Barking	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	24	0.0%	0
Tesco Metro, Green Street, Upton Park, PLAISTOW	2.7%	21	0.0%	0	0.6%	0	2.3%	2	5.0%	2	0.0%	0	4.8%	3	2.4%	1	0.0%	0	10.0%	11	1.3%	1	0.0%	0	0.0%	0
Asda, East Ferry Road, ISLE OF DOGS	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	21.2%	14
Waitrose, Canada Square, CANARY WHARF	1.8%	15	0.0%	0	7.5%	4	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	10.6%	7
Asda, Merriellands Crescent, Dagenham	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	12	0.0%	0
Waitrose, Westfield, STRATFORD CITY	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	2.3%	2	1.5%	2	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Woodgrange Road, FOREST GATE	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Gainsborough Road, Leytonstone	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Chrisp Street, POPLAR	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	8
Tesco Express, High Road, Leytonstone	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8	0.0%	0	0.0%	0
Iceland, High Street North,	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.5%	2	0.0%	0	1.0%	1	3.9%	3	0.0%	0	0.0%	0

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
EAST HAM													
Co-op, Woodgrange Road, FOREST GATE	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Wood Grange Road, FOREST GATE	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Cambridge Heath/ Mile End Road, WHITECHAPEL	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Tesco Express, Pilgrims Way, EAST HAM	0.7%	6	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.5%	0	0.0%
Local shops, Newham	0.7%	5	0.0%	0	1.9%	1	6.3%	4	0.0%	0	0.0%	0	0.0%
Lidl, High Street North, EAST HAM	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.2%	2	0.0%
Iceland, Barking Road, PLAISTOW	0.6%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.6%	0	7.0%
Stratford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%
Iceland, Barking Road, CANNING TOWN	0.5%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.3%	2	3.4%
Tesco Metro, Cabot Square, CANARY WHARF	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Westfield, STRATFORD CITY	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%
Lidl, Ripple Road, Barking	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Grand Depot Road, Woolwich	0.5%	4	17.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Vesey Path, POPLAR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
Green Street	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%
Tesco Express, Barking Road, UPTON PARK	0.4%	3	0.0%	0	1.4%	1	2.3%	2	0.0%	0	1.1%	1	0.0%
Tesco Express, Katherine Road, EAST HAM	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%
M&S, High Road, ILFORD	0.3%	2	0.0%	0	0.0%	0	1.1%	1	1.0%	0	0.0%	0	0.0%
Sainsbury's, King George Avenue, Ilford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Tollgate Road, BECKTON	0.3%	2	0.0%	0	0.6%	0	0.0%	0	1.0%	0	2.1%	2	0.0%
Tesco Express, Romford Road, STRATFORD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Iceland, Green Street, UPTON PARK	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%
Iceland, East Street, Barking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Trafalgar Road, GREENWICH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Bromley by Bow	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Co-op, Barking Road,	0.2%	2	3.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
CANNING TOWN																											
Ilford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0			
Sainsbury's, Leyton High Road, LEYTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Tesco, Highbridge Road, Barking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0			
Tesco Extra, High Road, Romford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.5%	1	0.0%	0			
Tesco Express, The Oxygen Building, Western Gateway, ROYAL VICTORIA DOCK	0.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Aldi, Ripple Road, Dagenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0			
Poplar	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1			
Tesco Express, Cranbrook Road, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0			
Tesco Express, High Street, STRATFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1			
Sainsbury's, Calderwood Street, WOOLWICH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0			
Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Sainsbury's, Horn Lane, / Bugsby Way, GREENWICH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1			
Budgens, Newport Avenue, VIRGINIA QUAY (EAST INDIA)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1			
Co-op, High Street South, EAST HAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0			
Co-op, Fiacross Parade, Longbridge Road, Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0			
Weighted base:	793	20		51	68	46	77	71	46	78	113	87	68	68										68			
Sample:	795	18		57	33	60	71	49	47	37	66	104	180	73										73			

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?																										
<i>Excludes those who use the internet for their main food shopping at Q01</i>																										
Car / van (as driver)	38.3%	310	81.8%	17	44.2%	23	48.5%	33	35.6%	16	48.5%	38	44.7%	32	46.2%	21	15.3%	12	32.7%	37	38.6%	36	46.7%	32	17.1%	13
Car / van (as passenger)	10.6%	86	7.2%	1	12.0%	6	10.6%	7	18.4%	8	10.5%	8	8.3%	6	16.8%	8	15.3%	12	6.6%	8	5.9%	5	9.3%	6	12.6%	9
Bus	16.2%	131	5.5%	1	10.1%	5	15.6%	11	19.3%	9	8.3%	6	18.5%	13	19.6%	9	6.9%	5	18.7%	21	25.0%	23	13.4%	9	23.5%	17
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	28.1%	227	0.0%	0	11.4%	6	21.8%	15	26.7%	12	32.1%	25	14.0%	10	7.9%	4	56.8%	44	42.0%	48	24.5%	23	25.9%	18	31.2%	23
Taxi	0.6%	5	1.8%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.3%	2
Train	2.1%	17	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	5	5.4%	2	4.5%	4	0.0%	0	0.3%	0	0.2%	0	0.0%	0
London Underground	1.1%	9	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
DLR	0.6%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.2%	0	1.7%	1
Goods delivered	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	4.1%	4	0.0%	0	4.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	9	3.7%	1	3.6%	2	2.5%	2	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.2%	2
Weighted base:		809		20		51		68		46		77		72		46		78		114		92		69		74
Sample:		814		18		57		33		61		72		50		47		37		67		111		185		76

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q03 Where do you do most of your household's small scale 'top-up' food shopping?																										
<i>Excludes SFTs</i>																										
Morrisons, The Grove, STRATFORD	9.8%	65	3.0%	0	0.8%	0	2.2%	2	1.1%	0	0.0%	0	13.6%	8	0.0%	0	58.3%	39	11.9%	11	4.4%	3	0.0%	0	1.1%	1
Other	9.7%	64	29.7%	4	10.8%	4	4.5%	3	10.9%	4	1.4%	1	10.9%	6	3.1%	1	15.6%	10	10.9%	10	10.4%	8	6.3%	3	14.0%	9
Asda, Tollgate Road, BECKTON	5.8%	38	6.7%	1	22.7%	9	6.0%	4	27.7%	11	4.0%	2	0.0%	0	12.8%	5	0.0%	0	5.6%	5	0.8%	1	0.2%	0	0.0%	0
Tesco Superstore, Highbridge Road, BARKING	4.0%	26	0.0%	0	0.0%	0	16.5%	12	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	21.5%	11	0.0%	0
East Ham	3.6%	24	0.0%	0	0.0%	0	2.2%	2	8.8%	4	16.3%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	11.1%	8	0.0%	0	0.0%	0
Plaistow	2.9%	19	0.0%	0	0.0%	0	3.2%	2	0.0%	0	15.3%	9	8.3%	5	10.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pilgrims Way, EAST HAM	2.6%	17	0.0%	0	0.0%	0	13.3%	10	3.2%	1	1.4%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Sainsbury's, The Mall, STRATFORD	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	12	10.2%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking	2.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	28.2%	15	0.0%	0
Sainsbury's, Myrtle Road, EAST HAM	2.5%	16	3.0%	0	0.0%	0	0.0%	0	4.6%	2	15.3%	9	0.0%	0	0.0%	0	0.0%	0	4.9%	5	1.2%	1	0.0%	0	0.0%	0
Iceland, Wood Grange Road, FOREST GATE	2.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	15.0%	14	0.8%	1	0.0%	0	0.0%	0
Iceland, Barking Road, PLAISTOW	2.4%	16	0.0%	0	3.5%	1	6.0%	4	0.0%	0	0.0%	0	2.2%	1	24.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street North, EAST HAM	2.3%	15	0.0%	0	0.0%	0	0.0%	0	16.8%	7	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0
Tesco Metro, Green Street, Upton Park, PLAISTOW	2.2%	15	0.0%	0	0.0%	0	10.8%	8	3.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.1%	4	1.2%	1	0.0%	0	0.0%	0
Iceland, Green Street, UPTON PARK	2.0%	13	0.0%	0	0.0%	0	0.0%	0	5.6%	2	8.0%	5	3.2%	2	0.0%	0	0.0%	0	3.2%	3	2.2%	2	0.0%	0	0.0%	0
Co-op, Chrisp Street, POPLAR	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	13
Tesco Express, Katherine Road, EAST HAM	1.9%	13	0.0%	0	0.0%	0	2.4%	2	0.6%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0	0.0%	0
Local shops, Manor Park	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	13	0.0%	0	0.0%	0
Tesco Express, Woodgrange Road, FOREST GATE	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	7.2%	7	2.4%	2	0.0%	0	0.0%	0
Co-op, High Street South, EAST HAM	1.9%	12	0.0%	0	0.0%	0	12.6%	9	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barking Road, UPTON PARK	1.9%	12	0.0%	0	0.0%	0	12.7%	9	0.0%	0	1.4%	1	0.7%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canning Town	1.8%	12	0.0%	0	15.2%	6	0.0%	0	0.0%	0	0.0%	0	9.9%	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	9.8%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallions Reach, BECKTON	1.7%	11	12.4%	1	8.8%	3	2.2%	2	0.0%	0	6.9%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Asda, Vicarage Fields, Barking	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	10	0.0%	0

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Tesco Express, Romford Road, STRATFORD	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	1.3%	1	1.2%	1	6.9%	5	0.0%	0	0.0%	0
Poplar	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	8		
Co-op, Woodgrange Road, FOREST GATE	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8	0.0%	0	0.0%	0	0.0%	0		
Co-op, Barking Road, CANNING TOWN	1.2%	8	6.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	18.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lidl, Tollgate Road, BECKTON	1.1%	7	0.0%	0	8.2%	3	0.0%	0	2.4%	1	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, Hancock Road, Bow, BROMLEY BY BOW	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.2%	1	0.0%	0	0.0%	0	7.4%	4
Sainsbury's, Romford Road, NEAR STRATFORD/FOREST GATE	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street North, EAST HAM	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Tesco Express, Cranbrook Road, Ilford	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	10.6%	5	0.0%	0
Local shops, Forest Gate	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0		
Iceland, Barking Road, CANNING TOWN	0.8%	5	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Claps Gate Lane, BECKTON	0.8%	5	0.0%	0	5.4%	2	1.1%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Metro, Cabot Square, CANARY WHARF	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.4%	4
Green Street Woolwich	0.8%	5	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Roden Street, ILFORD	0.7%	4	35.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
M&S, Westfield, STRATFORD CITY	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
M&S, Westfield, STRATFORD CITY	0.6%	4	0.0%	0	2.7%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0		
Iceland, Vesey Path, POPLAR	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4
Roman Road, Bow	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Asda, East Ferry Road, ISLE OF DOGS	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Waitrose, Westfield, STRATFORD CITY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.9%	2	0.6%	1	0.0%	0	0.0%	0		
Iceland, East Street, Barking	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Local shops, Wanstead	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0		
Bromley by Bow	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Ilford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Tesco Express, Millharbour, ISLE OF DOGS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
M&S, High Road, ILFORD	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.5%	0

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Sainsbury's, Calderwood Street, WOOLWICH	0.3%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Express, Westward Parade (Baltimore Iod), ISLE OF DOGS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2		
Tesco, Highbridge Road, Barking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Ripple Road, Barking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Lidl, Burdett Road, LIMEHOUSE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Local shops, Newham	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bow Road, BOW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Express, High Road, Leytonstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Merriellands Crescent, Dagenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Co-op, Fiarcross Parade, Longbridge Road, Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Commercial Road, Limehouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda, Marshall Road, LEYTON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ripple Road, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Express, Barking Road, GREEN GATE	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Oxygen Building, Western Gateway, ROYAL VICTORIA DOCK	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mile End Road, STEPNEY GREEN	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newport Avenue, VIRGINIA QUAY (EAST INDIA)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, High Road, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0
Sainsbury's, King George Avenue, Ilford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford City	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Powis Street, WOOLWICH	0.1%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	660		12		39		72		41		57		57		36		67		94		74		52		61	
Sample:	625		10		43		32		49		50		40		34		29		52		88		135		63	

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12															
Q04 In which town centre, freestanding store, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?																												
<i>Excludes SFTs</i>																												
Stratford City (Westfield)	40.6%	301	47.4%	8	50.1%	27	24.4%	16	15.1%	6	36.3%	25	72.8%	49	38.1%	16	54.6%	40	43.4%	45	32.4%	26	14.0%	9	53.4%	34		
Ilford	10.5%	78	0.0%	0	3.8%	2	10.6%	7	4.9%	2	18.6%	13	5.4%	4	1.9%	1	1.2%	1	11.7%	12	29.5%	24	19.9%	13	0.0%	0		
Beckton	9.1%	67	4.5%	1	18.0%	10	26.5%	17	36.0%	15	3.8%	3	10.8%	7	7.9%	3	6.6%	5	2.2%	2	0.0%	0	2.3%	2	4.5%	3		
East Ham	8.4%	62	9.3%	2	1.2%	1	11.8%	8	2.2%	1	22.8%	15	0.0%	0	13.3%	6	0.0%	0	15.2%	16	16.5%	13	1.9%	1	0.5%	0		
London West End	7.2%	54	4.5%	1	10.9%	6	6.6%	4	5.5%	2	1.8%	1	0.6%	0	14.3%	6	12.2%	9	6.7%	7	2.3%	2	2.3%	1	20.9%	13		
Lakeside	6.0%	45	12.4%	2	7.8%	4	12.6%	8	14.5%	6	1.2%	1	1.2%	1	6.5%	3	0.0%	0	0.0%	0	3.6%	3	24.4%	16	1.4%	1		
Stratford Town Centre	3.3%	25	4.5%	1	4.6%	2	2.4%	2	1.2%	1	1.8%	1	7.7%	5	1.7%	1	10.0%	7	1.7%	2	0.0%	0	1.7%	1	3.5%	2		
Romford	2.6%	19	0.0%	0	1.2%	1	2.6%	2	5.5%	2	2.4%	2	0.0%	0	3.4%	1	1.2%	1	4.0%	4	3.1%	3	4.5%	3	1.4%	1		
Barking	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.6%	1	0.0%	0	1.1%	1	0.0%	0	17.5%	12	0.0%	0
Gallions Reach Shopping Park, Beckton	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	8.4%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	3	5.2%	3	0.0%	0		
Forest Gate	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	9	2.7%	3	0.8%	1	0.0%	0	0.0%	0		
Other	1.3%	10	2.2%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	3.5%	4	0.4%	0	3.7%	2	0.0%	0		
Greenwich	1.1%	8	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0		
Canary Wharf/Isle of Dogs	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	7		
Green Street, Upton Park	0.5%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0		
Canning Town	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0		
Bluewater	0.5%	3	0.0%	0	1.2%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.2%	0	0.0%	0		
Woolwich	0.5%	3	15.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Central London	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	1	0.0%	0		
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0		
Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Chrip Street Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1		
Roman Road Market, Bow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
Dagenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Poplar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0		
Asda, Isle of Dogs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0		
Wanstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0		
Knightsbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0		
Manor Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0		
Merrilands Retail Park, Dagenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0		
Weighted base:		742		17		54		65		41		68		67		43		73		103		80		66		65		
Sample:		725		14		58		31		52		58		43		44		35		56		97		172		65		

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q05 How do you usually travel to shop for your clothing and footwear (LOCATION MENTIONED AT Q04)?																										
<i>Not those who said 'Internet / TV shopping / mailorder' or 'Don't know / varies' or 'Don't buy these goods' at Q04</i>																										
Car / van (as driver)	32.5%	241	69.0%	12	37.1%	20	49.4%	32	37.9%	16	35.6%	24	33.0%	22	38.4%	17	1.2%	1	26.3%	27	39.7%	32	46.1%	31	12.8%	8
Car / van (as passenger)	4.2%	31	8.8%	1	2.4%	1	0.0%	0	14.4%	6	3.8%	3	2.7%	2	5.2%	2	0.0%	0	3.1%	3	2.6%	2	8.1%	5	7.7%	5
Bus	30.0%	223	4.5%	1	25.0%	13	40.2%	26	27.7%	11	28.6%	20	25.8%	17	26.2%	11	40.0%	29	31.0%	32	34.8%	28	21.8%	14	30.1%	19
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	15.0%	111	0.0%	0	0.0%	0	0.0%	0	4.2%	2	20.4%	14	18.5%	12	9.8%	4	45.4%	33	25.3%	26	12.1%	10	12.4%	8	2.4%	2
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0
Train	5.7%	43	8.8%	1	4.2%	2	1.2%	1	3.4%	1	6.2%	4	8.6%	6	7.7%	3	8.5%	6	5.2%	5	5.2%	4	5.3%	4	6.4%	4
London Underground	7.2%	54	4.5%	1	17.2%	9	6.6%	4	5.0%	2	3.6%	3	4.8%	3	0.9%	0	4.9%	4	7.9%	8	4.8%	4	5.1%	3	18.7%	12
DLR	3.3%	25	4.5%	1	14.0%	8	0.0%	0	1.8%	1	0.0%	0	0.6%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	12
Bicycle	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel - goods delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.3%	10	0.0%	0	0.0%	0	2.6%	2	5.5%	2	1.2%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.7%	1	0.7%	0	2.7%	2
Weighted base:		743		17		54		65		41		69		67		43		73		103		80		66		65
Sample:		726		14		58		31		52		59		43		44		35		56		97		172		65

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q06 What is your second choice destination for clothing and footwear and other fashion goods?																										
<i>Not those who said 'Don't know / varies' or 'Don't buy these goods' at Q04 AND Excludes SFTs</i>																										
Stratford City (Westfield)	24.3%	129	23.3%	3	14.7%	5	41.1%	22	39.5%	10	10.1%	5	19.5%	8	22.3%	8	27.0%	13	26.3%	21	28.8%	18	11.1%	5	24.6%	11
London West End	13.0%	69	29.0%	4	14.2%	5	12.2%	6	12.3%	3	13.6%	6	4.2%	2	20.9%	7	15.3%	8	11.9%	10	10.2%	6	5.2%	2	22.0%	10
Beckton	10.9%	58	9.0%	1	20.4%	7	23.0%	12	1.9%	0	18.3%	8	9.4%	4	3.2%	1	13.6%	7	9.8%	8	2.9%	2	12.4%	6	3.7%	2
Ilford	10.8%	57	2.9%	0	5.3%	2	1.4%	1	4.6%	1	5.4%	2	1.0%	0	10.3%	4	12.4%	6	17.7%	14	24.9%	15	16.3%	8	7.0%	3
Lakeside	8.0%	42	0.0%	0	7.3%	2	4.3%	2	15.5%	4	2.8%	1	19.6%	8	11.5%	4	0.0%	0	10.6%	8	2.4%	1	14.5%	7	7.4%	3
East Ham	7.5%	40	9.0%	1	16.5%	5	2.9%	2	7.8%	2	18.3%	8	8.7%	4	5.4%	2	0.0%	0	5.2%	4	14.7%	9	5.4%	3	0.0%	0
Stratford Town Centre	5.3%	28	14.9%	2	2.0%	1	0.0%	0	0.0%	0	1.8%	1	6.6%	3	7.1%	2	20.3%	10	2.8%	2	0.9%	1	1.4%	1	13.0%	6
Romford	4.2%	22	0.0%	0	10.8%	3	2.8%	2	0.9%	0	5.5%	2	7.9%	3	5.6%	2	3.9%	2	0.7%	1	1.4%	1	11.4%	5	1.3%	1
Other	2.8%	15	0.0%	0	1.0%	0	3.2%	2	0.9%	0	0.0%	0	0.0%	0	2.2%	1	3.6%	2	7.9%	6	1.0%	1	3.5%	2	2.6%	1
Central London	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	0	13.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	4.6%	2	0.0%	0
Bluewater	1.9%	10	6.0%	1	0.0%	0	2.9%	2	4.6%	1	0.0%	0	5.7%	2	11.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Canary Wharf/Isle of Dogs	1.9%	10	0.0%	0	5.7%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	13.1%	6
Barking	1.6%	8	0.0%	0	2.2%	1	0.0%	0	0.0%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.6%	0
Gallions Reach Shopping Park, Beckton	1.2%	6	0.0%	0	0.0%	0	0.0%	0	11.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	1.4%	1	0.0%	0
Green Street, Upton Park	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.4%	1	0.0%	0
Upton Park	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.9%	1	0.0%	0	0.0%	0
Canning Town	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covent Garden	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Leytonstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Brent Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	1	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chrip Street Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Dagenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Weighted base:	530		12		32		53		26		45		41		35		50		80		62		47		47	
Sample:	508		12		40		25		32		37		26		33		27		42		67		119		48	

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q07 How do you travel to shop for you clothing and footwear (LOCATION MENTIONED AT Q06)?																										
<i>Not those who said 'Internet / TV shopping / mailorder' or 'Don't know / varies' or 'Don't buy these goods' at Q04 and not those who said 'Internet / TV shopping / mailorder' or 'Don't know / varies' or 'Nowhere else' at Q06</i>																										
Car / van (as driver)	31.5%	169	31.7%	4	40.4%	13	44.2%	24	30.5%	8	30.1%	14	43.9%	18	32.5%	11	5.2%	3	36.5%	29	27.7%	17	43.9%	21	15.2%	7
Car / van (as passenger)	5.7%	30	2.9%	0	3.9%	1	8.1%	4	12.6%	3	2.8%	1	3.0%	1	8.6%	3	9.6%	5	3.3%	3	6.6%	4	7.2%	3	1.2%	1
Bus	27.8%	149	37.9%	5	23.3%	8	29.5%	16	28.3%	7	25.0%	11	13.7%	6	30.2%	10	19.5%	10	35.0%	28	32.2%	20	26.2%	12	31.4%	15
Motorcycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.5%	46	6.0%	1	0.0%	0	0.0%	0	0.0%	0	17.8%	8	6.6%	3	0.0%	0	30.0%	16	10.5%	8	7.7%	5	5.0%	2	6.3%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0
Train	10.3%	55	15.5%	2	12.1%	4	2.8%	2	4.5%	1	10.3%	5	19.5%	8	5.6%	2	15.4%	8	9.3%	7	14.9%	9	11.2%	5	4.4%	2
London Underground	10.9%	58	0.0%	0	12.6%	4	9.0%	5	20.1%	5	14.0%	6	11.1%	5	20.9%	7	16.9%	9	5.4%	4	9.9%	6	4.6%	2	9.3%	4
DLR	3.4%	18	6.0%	1	5.5%	2	3.2%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	13
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel - goods delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.2%	6	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.5%	2	0.0%	0	1.0%	1	1.4%	1	1.3%	1
Weighted base:		535		12		33		53		26		45		41		35		52		80		62		47		48
Sample:		512		12		42		25		32		37		26		33		28		42		67		119		49

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q08 Where do you do most of your households shopping for furniture, floor coverings and household textiles?																										
<i>Excludes SFTs</i>																										
Beckton	23.9%	116	66.1%	5	38.2%	12	32.2%	14	30.5%	9	28.1%	15	20.2%	7	30.9%	6	0.0%	0	25.2%	17	18.6%	12	24.9%	13	13.4%	5
Stratford City (Westfield)	11.9%	58	0.0%	0	9.9%	3	16.9%	8	7.4%	2	7.2%	4	27.9%	10	3.9%	1	31.3%	13	16.9%	11	4.3%	3	1.3%	1	6.7%	3
East Ham	9.2%	45	0.0%	0	3.0%	1	27.8%	12	8.2%	3	18.1%	10	1.1%	0	1.9%	0	0.0%	0	10.3%	7	17.7%	11	0.5%	0	0.0%	0
Lakeside	7.4%	36	0.0%	0	3.2%	1	0.0%	0	8.0%	2	4.1%	2	17.9%	6	6.2%	1	11.4%	5	1.6%	1	1.0%	1	21.7%	11	12.4%	5
Barking	5.4%	26	0.0%	0	0.0%	0	3.8%	2	0.0%	0	22.2%	12	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.1%	1	20.2%	10	0.0%	0
Ikea, Edmonton	5.0%	25	28.9%	2	0.0%	0	3.5%	2	1.5%	0	0.0%	0	2.6%	1	3.9%	1	4.3%	2	13.0%	9	10.1%	6	1.3%	1	3.3%	1
Ilford	4.8%	23	5.1%	0	2.2%	1	3.5%	2	3.0%	1	0.7%	0	1.1%	0	3.9%	1	4.3%	2	1.8%	1	19.0%	12	5.5%	3	1.7%	1
Stratford Town Centre	4.7%	23	0.0%	0	11.9%	4	0.0%	0	0.0%	0	2.9%	2	19.1%	7	0.0%	0	13.1%	6	1.8%	1	5.7%	4	0.0%	0	1.5%	1
Ikea, Lakeside	4.6%	22	0.0%	0	2.2%	1	0.0%	0	10.6%	3	4.5%	2	0.0%	0	33.6%	7	0.0%	0	4.5%	3	0.0%	0	8.5%	4	4.7%	2
Other	4.5%	22	0.0%	0	3.2%	1	5.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	16.1%	7	7.8%	5	2.5%	2	1.1%	1	10.3%	4
London West End	3.1%	15	0.0%	0	12.1%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.6%	4	4.2%	3	2.9%	2	1.3%	1	4.8%	2
B&Q, Gateway Retail Park, Beckton	2.2%	11	0.0%	0	5.0%	2	3.5%	2	7.3%	2	2.2%	1	0.0%	0	1.9%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	0	7.6%	3
Romford	1.9%	9	0.0%	0	2.2%	1	0.0%	0	3.1%	1	6.0%	3	0.0%	0	0.0%	0	1.6%	1	1.4%	1	2.8%	1	1.7%	1	1.7%	1
Green Street, Upton Park	1.8%	9	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	7.0%	5	2.6%	2	0.0%	0	0.0%	0
Central London	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	2.9%	1	0.0%	0
Chrip Street Market	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4
Bluewater	0.7%	3	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.7%	1
Forest Gate	0.7%	3	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.5%	0	0.0%	0	0.0%	0
Canary Wharf/Isle of Dogs	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3
B&Q, Marshall Road, Leyton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bugsby Way, Greenwich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Beckton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.4%	1	0.0%	0
Beckton Triangle Retail Park, Beckton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Leytonstone	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.5%	0	0.0%	0
Poplar	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Lewisham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Manor Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Dagenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Canning Town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Springfield Drive, Ilford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	0	0.0%	0
Homebase, Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Merrields Retail Park, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Dartford	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 1
Knightsbridge	0.1% 1	0.0% 0	1.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.5% 0	0.0% 0	0.0% 0
Canning Town	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.9% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	487	7	32	45	31	55	35	19	42	67	62	52	39
Sample:	485	7	31	21	37	43	23	23	21	36	71	127	45

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12															
Q09 Where do you do most of your households shopping for DIY and decorating goods?																												
<i>Excludes SFTs</i>																												
B&Q, Gateway Retail Park, Beckton	38.6%	261	39.4%	7	38.1%	16	71.0%	45	51.8%	18	50.8%	33	37.2%	24	48.4%	21	16.4%	10	38.4%	35	25.5%	22	25.2%	14	32.6%	18		
Beckton	13.2%	89	34.7%	6	24.1%	10	6.0%	4	19.3%	7	7.7%	5	13.1%	8	11.4%	5	3.1%	2	12.9%	12	18.8%	16	9.9%	6	17.6%	9		
Other	6.2%	42	0.0%	0	0.0%	0	4.8%	3	5.3%	2	4.1%	3	5.0%	3	2.6%	1	7.8%	5	12.7%	11	8.5%	7	9.1%	5	2.8%	2		
B&Q, Marshall Road, Leyton	4.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	12	0.0%	0	20.9%	13	5.5%	5	0.0%	0	0.0%	0	1.3%	1
Stratford City (Westfield)	4.4%	30	0.0%	0	10.6%	4	0.0%	0	6.6%	2	0.0%	0	11.2%	7	0.0%	0	11.4%	7	1.2%	1	1.9%	2	0.4%	0	10.7%	6		
East Ham	4.4%	30	0.0%	0	0.0%	0	13.1%	8	6.6%	2	10.5%	7	4.3%	3	1.7%	1	1.4%	1	3.6%	3	5.9%	5	0.0%	0	0.0%	0		
Barking	4.2%	28	0.0%	0	1.6%	1	0.0%	0	0.7%	0	12.7%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	29.0%	16	0.0%	0		
Homebase, Leytonstone	4.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	16.2%	10	6.2%	6	9.2%	8	2.2%	1	0.0%	0		
Stratford Town Centre	3.7%	25	0.0%	0	0.8%	0	2.7%	2	0.0%	0	6.1%	4	4.9%	3	0.8%	0	14.2%	9	5.8%	5	0.0%	0	0.0%	0	2.3%	1		
Wickes, Hertford Road, Barking	3.0%	20	0.0%	0	0.0%	0	2.4%	2	1.5%	1	8.0%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	4	3.3%	3	10.6%	6	0.0%	0		
Wickes, Canning Town	2.6%	17	4.5%	1	15.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4		
Ilford	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	12	4.7%	3	0.0%	0		
B&Q, Bugsby Way, Greenwich	1.6%	11	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	12.7%	7		
B&Q, Springfield Drive, Ilford	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.6%	1	5.0%	4	1.6%	1	0.0%	0		
Ikea, Lakeside	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0		
Ikea, Edmonton	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	4.1%	3	1.2%	1	0.0%	0		
Greenwich	0.6%	4	21.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Forest Gate	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.3%	0	0.0%	0	0.0%	0		
London West End	0.5%	3	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Romford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.0%	1	0.0%	0		
Lakeside	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.2%	1	0.0%	0	2.1%	1	0.0%	0		
Charlton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
Poplar	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2		
Bluewater	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1		
Chrip Street Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1		
Bethnall Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1		
Upton Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Canning Town	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wickes, Blackheath Road, Blackheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		
B&Q, Lea Bridge Road, Waltham Forest	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Canary Wharf/Isle of Dogs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0		
Green Street, Upton Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0		
Weighted base:		677		17		42		63		34		65		64		44		64		90		84		56		54		
Sample:		643		14		48		29		43		54		40		43		31		48		96		142		55		

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q10 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles?																										
<i>Excludes SFTs</i>																										
Beckton	36.7%	199	90.0%	7	60.7%	24	54.4%	27	42.2%	14	57.5%	26	25.1%	9	59.4%	17	20.8%	13	29.7%	21	30.7%	21	25.4%	13	16.2%	8
East Ham	8.6%	46	0.0%	0	2.5%	1	22.7%	11	8.1%	3	24.4%	11	1.1%	0	16.5%	5	1.4%	1	3.1%	2	18.2%	12	0.0%	0	0.0%	0
Stratford City (Westfield)	7.4%	40	0.0%	0	11.7%	5	3.1%	2	1.5%	0	0.0%	0	8.5%	3	4.2%	1	17.8%	11	12.9%	9	8.1%	6	0.0%	0	6.5%	3
Other	5.6%	30	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.0%	2	8.6%	3	0.0%	0	16.2%	10	3.9%	3	6.3%	4	7.4%	4	6.6%	3
Stratford Town Centre	5.5%	30	5.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	14.3%	5	1.3%	0	12.2%	8	14.4%	10	0.9%	1	0.0%	0	2.4%	1
PC World / Currys, Anchor House, Mile End Road	5.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	37.9%	19
London West End	4.5%	24	0.0%	0	10.0%	4	11.9%	6	0.0%	0	0.0%	0	10.9%	4	7.4%	2	0.0%	0	5.6%	4	0.4%	0	0.0%	0	8.3%	4
Barking	4.2%	23	0.0%	0	0.8%	0	1.5%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	35.1%	18	0.6%	0
B&Q, Gateway Retail Park, Beckton	2.5%	14	0.0%	0	1.9%	1	0.0%	0	2.9%	1	2.0%	1	2.5%	1	0.0%	0	0.0%	0	13.5%	9	0.0%	0	1.4%	1	0.0%	0
PC World, Leytonmills Retail Park, Leyton	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	19.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Beckton	2.2%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	1	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	5.5%	3	0.0%	0
Lakeside	2.1%	11	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.9%	0	6.3%	2	1.3%	0	0.0%	0	1.6%	1	0.9%	1	3.2%	2	7.0%	4
Beckton Triangle Retail Park, Beckton	2.0%	11	0.0%	0	0.0%	0	0.0%	0	21.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0
Ilford	1.9%	10	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7	3.7%	2	0.0%	0
PC World/Currys, Westfield, Stratford	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	12.0%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.5%	0	5.8%	3
Forest Gate	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	5.9%	4	1.9%	1	0.0%	0	0.0%	0
Stepney	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	3.2%	2
Romford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	1	2.2%	1	0.0%	0
B&Q, Bugsby Way, Greenwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Homebase, Leytonstone	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf/Isle of Dogs	0.5%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.2%	1
Canning Town	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Ikea, Croydon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merriellands Retail Park, Dagenham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Upton Park	0.3%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Manor Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Wanstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Green Street, Upton Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ikea, Lakeside	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.2%	0	0.0%	0
Wickes, Canning Town	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marshall Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Leyton													
PC World, High Street, East Ham	0.1%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knightsbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Hertford Road, Barking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	542	7	39	49	32	45	37	29	64	69	68	50	51
Sample:	561	9	44	23	47	41	29	31	27	38	85	131	56

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q11 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment?																										
<i>Excludes SFTs</i>																										
Beckton	36.2%	204	55.7%	6	52.2%	21	63.3%	35	53.4%	17	44.7%	26	22.4%	8	53.4%	14	11.3%	7	33.8%	25	27.6%	18	30.6%	15	22.2%	11
Stratford City (Westfield)	11.2%	63	0.0%	0	13.7%	6	0.0%	0	1.5%	0	7.9%	5	16.6%	6	10.8%	3	35.0%	23	16.6%	12	9.0%	6	1.3%	1	4.0%	2
Other	9.9%	56	0.0%	0	4.6%	2	0.0%	0	17.4%	6	12.5%	7	6.6%	2	1.4%	0	18.4%	12	9.3%	7	7.0%	5	19.4%	10	10.0%	5
East Ham	7.9%	45	7.1%	1	1.6%	1	6.9%	4	13.0%	4	21.7%	12	1.2%	0	12.2%	3	0.0%	0	7.9%	6	18.8%	12	2.3%	1	0.0%	0
London West End	4.4%	25	3.5%	0	6.3%	3	10.6%	6	1.6%	1	0.0%	0	13.8%	5	13.5%	4	0.0%	0	4.0%	3	4.3%	3	0.2%	0	2.5%	1
PC World/Currys, Westfield, Stratford	3.9%	22	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	13.7%	5	0.0%	0	2.7%	2	4.4%	3	0.9%	1	4.6%	2	11.7%	6
Barking	3.7%	21	10.5%	1	0.0%	0	3.0%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	22.8%	11	0.6%	0
Stratford Town Centre	3.5%	19	3.5%	0	9.5%	4	2.8%	2	1.6%	1	0.0%	0	14.3%	5	4.5%	1	4.3%	3	3.8%	3	0.0%	0	0.0%	0	2.5%	1
PC World, Leytonmills Retail Park, Leyton	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	22.6%	15	1.6%	1	0.0%	0	0.0%	0	2.4%	1
Ikea, Edmonton	3.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.6%	1	0.0%	0	0.0%	0	26.8%	14
Ilford	2.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	18.9%	12	3.5%	2	0.0%	0
Lakeside	2.2%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.7%	0	6.6%	2	4.2%	1	0.0%	0	0.0%	0	1.0%	1	12.7%	6	1.2%	1
PC World, High Street, East Ham	1.7%	10	0.0%	0	0.0%	0	10.6%	6	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Gateway Retail Park, Beckton	1.2%	7	0.0%	0	2.6%	1	0.0%	0	1.5%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0
PC World / Currys, Anchor House, Mile End Road	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	2.4%	1
Stepney	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	1.9%	1
B&Q, Bugsby Way, Greenwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Isle of Dogs	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Lewisham	0.4%	2	19.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Gate	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Romford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.6%	1	0.0%	0
Canary Wharf/Isle of Dogs	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Canning Town	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Poplar	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Knightsbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	562		11		40		55		32		57		35		27		66		73		64		50		51	
Sample:	558		12		42		24		44		50		26		27		27		44		79		131		52	

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q12 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics?																										
<i>Excludes SFTs</i>																										
Stratford City (Westfield)	31.4%	156	17.4%	1	32.5%	12	17.0%	6	11.7%	4	12.5%	4	51.9%	27	19.3%	3	52.4%	22	47.8%	38	22.4%	16	7.4%	4	43.2%	20
East Ham	13.4%	67	17.4%	1	1.9%	1	26.3%	10	21.8%	7	53.1%	17	2.4%	1	29.6%	5	2.1%	1	17.1%	13	14.7%	10	1.3%	1	0.0%	0
Ilford	10.6%	53	8.5%	0	2.8%	1	8.7%	3	0.8%	0	14.7%	5	2.5%	1	4.9%	1	0.0%	0	13.3%	10	36.5%	26	8.7%	4	1.5%	1
Stratford Town Centre	7.4%	37	0.0%	0	8.6%	3	11.6%	4	3.2%	1	0.0%	0	19.7%	10	8.9%	1	24.5%	10	5.2%	4	0.0%	0	0.0%	0	4.0%	2
London West End	6.9%	34	0.0%	0	13.0%	5	11.6%	4	3.4%	1	0.0%	0	7.7%	4	21.6%	4	10.3%	4	2.2%	2	1.2%	1	3.2%	2	17.4%	8
Beckton	6.1%	30	8.5%	0	16.9%	6	8.3%	3	28.8%	9	2.8%	1	4.9%	3	4.5%	1	0.0%	0	0.0%	0	4.4%	3	5.1%	3	3.8%	2
Barking	5.0%	25	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	1.7%	1	45.4%	23	0.0%	0
Lakeside	2.9%	15	48.3%	2	2.8%	1	0.0%	0	2.3%	1	2.5%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	8	2.7%	1
Green Street, Upton Park	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	7.7%	4	0.0%	0	2.1%	1	6.8%	5	1.2%	1	2.3%	1	0.0%	0
Canary Wharf/Isle of Dogs	2.4%	12	0.0%	0	0.0%	0	4.2%	2	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.5%	0	16.2%	7
Romford	2.2%	11	0.0%	0	3.7%	1	2.0%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	3	1.4%	1	0.8%	1	5.3%	3	0.7%	0
Other	1.8%	9	0.0%	0	8.5%	3	6.2%	2	0.0%	0	0.0%	0	1.7%	1	2.2%	0	0.0%	0	1.4%	1	1.7%	1	0.0%	0	0.0%	0
Central London	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	1.3%	1	0.0%	0
Gallions Reach Shopping Park, Beckton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	8.6%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Park	0.7%	3	0.0%	0	4.9%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Wanstead	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Bluewater	0.6%	3	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Manor Park	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Greenwich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackney	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	3.8%	2
Chrip Street Market	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Forest Gate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Canning Town	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World / Currys, Anchor House, Mile End Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Brent Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Lakeside	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Covent Garden	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplar	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Asda, Isle of Dogs	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Knightsbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Dagenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Weighted base:		498		4		37		37		31		32		52		17		43		79		70		50		46
Sample:		484		5		35		20		33		34		32		19		21		40		78		121		46

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q13 Do you take part in any of the following leisure or cultural activities? [MR/PR]																										
Cinema	59.4%	495	69.4%	14	67.7%	37	67.2%	51	55.0%	25	56.9%	45	72.5%	52	53.8%	26	60.6%	48	65.9%	79	51.3%	48	54.7%	39	41.8%	31
Gym / health & fitness club	25.9%	216	21.4%	4	25.0%	14	17.2%	13	22.9%	11	27.3%	22	27.7%	20	21.5%	10	24.5%	20	33.0%	40	25.4%	23	30.0%	21	25.3%	19
Pubs / clubs	31.5%	262	48.2%	10	32.1%	17	31.7%	24	27.0%	12	35.9%	28	32.8%	24	31.9%	15	33.7%	27	35.1%	42	27.6%	26	21.4%	15	29.0%	21
Restaurants	71.5%	595	84.3%	17	68.9%	38	68.4%	52	69.3%	32	62.8%	50	80.2%	58	71.0%	34	72.0%	57	76.0%	91	78.0%	72	76.4%	54	54.9%	41
(None of these)	17.3%	144	10.2%	2	19.3%	11	16.1%	12	20.7%	10	22.9%	18	8.0%	6	19.6%	9	18.7%	15	13.7%	17	16.1%	15	12.4%	9	29.2%	22
Weighted base:		833		20		54		76		46		79		72		48		80		120		93		71		74
Sample:		833		18		60		36		62		74		50		48		38		69		112		190		76
Q14 Where do you go most often to visit the cinema?																										
<i>Those who visit the cinema at Q13 AND Excludes SFTs</i>																										
Stratford Picture House	21.4%	99	8.1%	1	9.1%	3	20.3%	8	15.3%	3	6.3%	3	36.0%	19	15.9%	4	43.2%	20	34.6%	26	15.6%	7	1.3%	0	16.1%	5
Showcase, Newham	16.2%	75	16.3%	2	35.0%	12	34.6%	13	28.0%	6	49.1%	21	4.4%	2	22.9%	6	0.0%	0	3.8%	3	4.3%	2	19.3%	7	0.0%	0
UGC, West India Quay/ Canary Wharf	10.2%	47	26.2%	4	13.7%	5	19.6%	7	10.2%	2	0.0%	0	7.6%	4	22.2%	6	5.8%	3	0.0%	0	6.0%	3	1.8%	1	44.3%	13
Any West End / Central London Cinema	9.9%	46	8.1%	1	16.1%	6	0.0%	0	0.0%	0	15.5%	7	5.2%	3	27.6%	7	7.8%	4	7.1%	5	16.7%	8	3.4%	1	16.0%	5
Vue, Westfield Stratford City	9.8%	46	0.0%	0	4.6%	2	0.0%	0	0.0%	0	7.4%	3	10.5%	5	8.4%	2	28.7%	13	11.5%	8	19.1%	9	6.5%	2	0.0%	0
Cineworld, Ilford	8.6%	40	0.0%	0	0.0%	0	12.1%	5	17.7%	4	13.4%	6	0.0%	0	0.0%	0	0.0%	0	9.9%	7	27.9%	13	14.0%	5	0.0%	0
Odeon, Greenwich	5.7%	26	26.2%	4	9.0%	3	0.0%	0	0.0%	0	5.3%	2	12.1%	6	3.0%	1	0.0%	0	7.8%	6	0.0%	0	5.5%	2	8.0%	2
Vue, Dagenham Leisure Park, Dagenham	4.7%	22	0.0%	0	5.0%	2	0.0%	0	0.0%	0	3.0%	1	12.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.6%	12	0.0%	0
Other	4.2%	19	0.0%	0	2.0%	1	13.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	7	8.6%	6	0.6%	0	0.3%	0	0.0%	0
Odeon, South Woodford	2.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	9	8.0%	4	1.3%	0	0.0%	0
Cineworld, The O2, Greenwich	2.4%	11	15.1%	2	5.5%	2	0.0%	0	12.0%	3	0.0%	0	4.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.0%	0
Vue, Lakeside Shopping Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.1%	3	0.0%	0
Rich Mix, Bethnal Green	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picture House, Greenwich	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3
Vue, Romford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.9%	1	0.0%	0
Showcase, Bluewater Shopping Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Genesis, Mile End	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Picture House, Hackney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Weighted base:		465		14		35		38		23		43		52		25		46		74		48		37		30
Sample:		362		9		35		17		25		26		26		17		24		42		43		72		26

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q15 Where do you go most often to visit the gym / health & fitness club?																										
<i>Those who visit a gym or health club at Q13 AND Excludes SFTs</i>																										
Newham	14.7%	31	17.2%	1	17.6%	2	46.3%	6	4.9%	1	0.0%	0	50.0%	10	30.9%	3	10.0%	2	16.2%	6	0.0%	0	0.0%	0	0.0%	0
East Ham	13.8%	29	0.0%	0	0.0%	0	29.8%	4	28.4%	3	41.6%	9	2.0%	0	15.4%	2	0.0%	0	20.9%	8	9.4%	2	1.1%	0	4.6%	1
Other	11.6%	24	0.0%	0	5.0%	1	0.0%	0	19.0%	2	7.4%	2	11.6%	2	0.0%	0	32.5%	6	26.2%	10	1.2%	0	3.7%	1	0.0%	0
Ilford	10.7%	23	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	56.9%	13	33.4%	7	0.0%	0
Central London	9.2%	20	0.0%	0	23.9%	3	0.0%	0	0.0%	0	18.0%	4	0.0%	0	0.0%	0	34.7%	7	2.7%	1	14.8%	3	5.3%	1	0.0%	0
Stratford	8.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	4	3.6%	0	18.4%	4	20.9%	8	5.0%	1	0.0%	0	0.0%	0
Barking	5.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	47.8%	10	0.0%	0
Canary Wharf	4.4%	9	0.0%	0	0.0%	0	0.0%	0	17.3%	2	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	5
Canning Town	3.7%	8	82.8%	4	13.8%	2	0.0%	0	4.9%	1	4.1%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Gate	2.6%	5	0.0%	0	5.0%	1	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	1.2%	0	0.0%	0	0.0%	0
Mile End	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	3
Hackney	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.5%	1	0.0%	0	24.8%	4
Beckton	2.2%	5	0.0%	0	10.8%	1	12.0%	2	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Plaistow	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich	1.5%	3	0.0%	0	23.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.8%	2	0.0%	0	0.0%	0	0.0%	0	12.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Wanstead	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Bermondsey	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
Romford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0
West Ham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Isle of Dogs	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Leytonstone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Weighted base:		211		4		13		13		11		22		20		10		20		40		23		21		15
Sample:		174		2		11		7		14		14		10		9		9		15		26		43		14

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q16 Where do you visit most often for pubs / clubs?																										
<i>Those who go to pubs or clubs at Q13 AND Excludes SFTs</i>																										
Central London	31.6%	75	0.0%	0	43.6%	7	44.0%	10	46.5%	6	23.2%	5	27.8%	6	0.0%	0	44.5%	10	37.1%	16	31.3%	7	30.5%	4	20.0%	4
Stratford	11.6%	27	0.0%	0	0.0%	0	13.9%	3	0.0%	0	0.0%	0	23.9%	5	42.3%	5	27.3%	6	10.0%	4	3.8%	1	6.5%	1	6.6%	1
Other	11.5%	27	0.0%	0	0.0%	0	10.3%	2	0.0%	0	0.0%	0	10.2%	2	6.0%	1	20.5%	5	28.3%	12	3.8%	1	17.5%	2	9.3%	2
Canary Wharf	7.0%	17	60.3%	5	8.4%	1	0.0%	0	22.4%	3	0.0%	0	0.0%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	6
East Ham	6.7%	16	0.0%	0	2.1%	0	17.9%	4	5.6%	1	41.6%	9	0.0%	0	9.1%	1	0.0%	0	0.0%	0	4.0%	1	0.8%	0	1.6%	0
Shoreditch	6.0%	14	39.7%	4	20.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	3	0.0%	0	0.0%	0	24.1%	5
Forest Gate	4.1%	10	0.0%	0	2.1%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	2	16.2%	7	0.0%	0	0.0%	0	0.0%	0
Wanstead	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	29.3%	7	0.0%	0	0.0%	0
Beckton	2.9%	7	0.0%	0	11.2%	2	0.0%	0	3.8%	0	19.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Plaistow	2.4%	6	0.0%	0	4.2%	1	6.9%	2	0.0%	0	0.0%	0	4.0%	1	12.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Ilford	2.1%	5	0.0%	0	0.0%	0	6.9%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	5.8%	1	0.0%	0
Barking	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	5	0.0%	0
London West End	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canning Town	1.3%	3	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	2	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackney	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Greenwich	0.6%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Leytonstone	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Bow	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Stepney	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Mile End	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Weighted base:	238	9	16	22	12	21	23	12	23	42	23	14	19													
Sample:	223	5	15	13	17	16	14	16	13	21	31	42	20													

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q17 Where do you visit most often for restaurants?																										
<i>Those who visit restaurants at Q13 AND Excludes SFTs</i>																										
Central London	23.4%	122	0.0%	0	27.8%	10	12.0%	5	20.9%	7	13.7%	5	20.4%	10	25.0%	7	28.4%	14	38.6%	31	23.8%	16	17.3%	8	24.0%	9
Stratford	22.7%	118	10.0%	2	32.7%	11	35.5%	14	11.8%	4	17.7%	7	41.3%	21	16.7%	4	34.2%	17	30.8%	25	6.4%	4	7.5%	3	15.0%	6
Canary Wharf	8.5%	44	42.0%	7	7.2%	2	9.8%	4	13.1%	4	2.2%	1	9.9%	5	17.0%	4	5.3%	3	2.8%	2	0.0%	0	0.3%	0	31.7%	12
Other	8.1%	42	0.0%	0	9.7%	3	20.2%	8	0.0%	0	1.0%	0	8.1%	4	21.2%	6	9.8%	5	4.0%	3	8.2%	5	5.9%	3	11.5%	4
Beckton	6.6%	34	25.3%	4	9.0%	3	5.8%	2	11.4%	4	27.2%	11	0.0%	0	1.4%	0	3.8%	2	0.0%	0	6.7%	4	7.9%	4	0.0%	0
Ilford	5.8%	30	7.1%	1	2.1%	1	0.0%	0	4.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	23.3%	16	11.8%	5	0.0%	0
East Ham	5.7%	30	0.0%	0	0.0%	0	3.9%	2	2.9%	1	25.6%	10	4.7%	2	2.9%	1	0.0%	0	5.1%	4	14.3%	10	0.0%	0	0.0%	0
Wanstead	3.2%	17	0.0%	0	0.0%	0	4.3%	2	7.8%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	11.9%	8	2.0%	1	0.0%	0
Greenwich	2.4%	13	0.0%	0	5.9%	2	4.3%	2	8.7%	3	0.0%	0	0.0%	0	4.3%	1	3.5%	2	0.0%	0	0.0%	0	2.9%	1	5.0%	2
Romford	1.8%	9	0.0%	0	0.0%	0	0.0%	0	4.1%	1	1.0%	0	1.8%	1	2.8%	1	1.7%	1	0.0%	0	0.9%	1	7.9%	4	1.8%	1
London West End	1.6%	8	13.3%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	0	7.8%	3
Forest Gate	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	3.5%	2	3.5%	3	1.0%	1	0.0%	0	0.0%	0
Barking	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	7	0.0%	0
Bermondsey	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Newham	0.7%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.9%	2	0.0%	0
Plaistow	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.8%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
South Woodford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.7%	1	0.0%	0
Thurrock	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Dagenham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Hornchurch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lewisham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Woolwich	0.2%	1	2.3%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canning Town	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leytonstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:		521		16		35		40		32		40		50		26		51		81		67		46		38
Sample:		486		14		37		22		41		33		27		23		23		43		74		108		41

GEN Gender of respondent:

Male	36.9%	307	55.6%	11	31.7%	17	31.2%	24	30.3%	14	43.5%	34	46.8%	34	23.3%	11	47.8%	38	39.5%	48	30.3%	28	31.0%	22	35.6%	26
Female	63.1%	526	44.4%	9	68.3%	37	68.8%	52	69.7%	32	56.5%	45	53.2%	38	76.7%	37	52.2%	42	60.5%	73	69.7%	65	69.0%	49	64.4%	48
Weighted base:		833		20		54		76		46		79		72		48		80		120		93		71		74
Sample:		833		18		60		36		62		74		50		48		38		69		112		190		76

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
AGE Could I ask how old you are?																										
18 to 24	8.3%	69	0.0%	0	7.1%	4	4.0%	3	4.0%	2	16.2%	13	4.5%	3	3.1%	1	4.4%	4	16.0%	19	6.2%	6	8.5%	6	11.5%	8
25 to 34	23.9%	199	35.4%	7	23.3%	13	9.9%	7	39.4%	18	14.9%	12	27.9%	20	15.3%	7	10.9%	9	26.2%	32	30.6%	28	35.4%	25	28.2%	21
35 to 44	25.7%	214	20.4%	4	23.5%	13	28.5%	22	19.9%	9	25.9%	20	41.8%	30	35.3%	17	25.0%	20	20.1%	24	21.2%	20	22.3%	16	25.6%	19
45 to 54	16.0%	134	25.7%	5	14.5%	8	30.8%	23	11.3%	5	9.3%	7	6.9%	5	19.1%	9	29.3%	23	15.4%	19	15.3%	14	10.7%	8	9.2%	7
55 to 64	12.7%	105	4.0%	1	18.5%	10	15.7%	12	13.4%	6	12.4%	10	7.6%	5	8.6%	4	17.2%	14	13.8%	17	11.8%	11	8.4%	6	13.7%	10
65 +	10.4%	87	9.0%	2	11.2%	6	5.0%	4	10.5%	5	15.2%	12	9.6%	7	14.0%	7	13.2%	11	5.8%	7	13.0%	12	11.3%	8	9.4%	7
(Refused)	3.0%	25	5.4%	1	1.8%	1	6.1%	5	1.5%	1	6.1%	5	1.7%	1	4.7%	2	0.0%	0	2.7%	3	1.9%	2	3.5%	2	2.5%	2
Weighted base:		833		20		54		76		46		79		72		48		80		120		93		71		74
Sample:		833		18		60		36		62		74		50		48		38		69		112		190		76
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																										
Working full time (more than 30 hpw)	57.4%	478	62.3%	13	61.6%	34	68.9%	52	58.2%	27	45.0%	36	66.9%	48	59.3%	28	53.3%	42	60.9%	73	53.9%	50	53.2%	38	50.8%	38
Working part time (less than 30 hpw)	11.2%	93	5.5%	1	4.7%	3	11.9%	9	15.3%	7	9.1%	7	9.1%	7	7.6%	4	9.4%	8	13.5%	16	17.8%	16	15.8%	11	6.4%	5
Unemployed	6.8%	57	3.7%	1	12.9%	7	7.9%	6	6.2%	3	8.0%	6	6.4%	5	12.1%	6	8.5%	7	1.8%	2	5.0%	5	3.3%	2	9.7%	7
Retired	13.1%	109	5.4%	1	16.6%	9	9.1%	7	15.0%	7	19.8%	16	8.6%	6	12.6%	6	11.0%	9	15.3%	18	15.5%	14	13.5%	10	7.9%	6
A housewife	2.5%	21	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.1%	2	1.2%	1	0.0%	0	10.9%	9	0.9%	1	0.6%	1	2.7%	2	6.4%	5
A student	0.9%	8	17.7%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Long term sick / disabled	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.6%	1	2.5%	2	0.0%	0	3.1%	3	0.3%	0	2.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	7.1%	59	5.4%	1	1.8%	1	2.2%	2	2.5%	1	15.0%	12	7.8%	6	6.8%	3	4.4%	4	7.6%	9	4.2%	4	11.1%	8	12.6%	9
Weighted base:		833		20		54		76		46		79		72		48		80		120		93		71		74
Sample:		833		18		60		36		62		74		50		48		38		69		112		190		76
CAR How many cars does your household own or have the use of?																										
None	30.8%	256	10.9%	2	45.8%	25	25.5%	19	22.1%	10	17.5%	14	27.5%	20	23.8%	11	51.5%	41	27.5%	33	27.4%	25	30.5%	22	45.6%	34
One	50.8%	423	78.0%	16	38.3%	21	56.2%	42	56.4%	26	61.7%	49	58.1%	42	52.1%	25	39.8%	32	47.8%	57	58.6%	54	39.2%	28	41.8%	31
Two	10.4%	87	7.4%	1	11.7%	6	4.1%	3	17.3%	8	8.1%	6	2.4%	2	15.5%	7	8.7%	7	16.8%	20	9.6%	9	17.1%	12	5.7%	4
Three or more	3.6%	30	3.7%	1	2.4%	1	9.9%	7	2.0%	1	4.2%	3	6.4%	5	1.7%	1	0.0%	0	5.3%	6	1.6%	1	4.0%	3	0.0%	0
(Refused)	4.4%	37	0.0%	0	1.8%	1	4.3%	3	2.1%	1	8.5%	7	5.5%	4	6.8%	3	0.0%	0	2.7%	3	2.9%	3	9.2%	7	6.9%	5
Weighted base:		833		20		54		76		46		79		72		48		80		120		93		71		74
Sample:		833		18		60		36		62		74		50		48		38		69		112		190		76

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
INC Approximately what is your total household income?																										
£0 - £14,999	9.5%	79	0.0%	0	15.0%	8	6.1%	5	6.2%	3	9.8%	8	4.9%	4	9.9%	5	9.2%	7	7.5%	9	9.8%	9	14.5%	10	15.4%	11
£15,000 - £19,999	4.0%	33	17.7%	4	5.2%	3	4.1%	3	3.0%	1	6.5%	5	0.0%	0	3.2%	2	3.4%	3	5.9%	7	0.0%	0	7.9%	6	0.0%	0
£20,000 - £29,999	8.1%	67	11.3%	2	13.2%	7	16.1%	12	11.0%	5	2.3%	2	5.1%	4	6.1%	3	7.2%	6	11.7%	14	6.3%	6	5.4%	4	3.2%	2
£30,000 - £39,999	4.5%	37	3.7%	1	1.2%	1	5.7%	4	4.3%	2	4.2%	3	4.5%	3	1.6%	1	6.7%	5	5.4%	6	6.4%	6	2.5%	2	3.6%	3
£40,000 - £49,999	4.5%	38	3.7%	1	5.8%	3	2.1%	2	3.3%	2	1.1%	1	10.5%	8	4.4%	2	8.5%	7	6.3%	8	2.8%	3	3.9%	3	0.8%	1
£50,000 - £59,999	2.6%	21	10.2%	2	2.4%	1	2.1%	2	1.1%	1	5.0%	4	7.0%	5	0.0%	0	2.3%	2	1.8%	2	0.7%	1	2.3%	2	0.9%	1
£60,000 - £69,999	2.8%	23	0.0%	0	0.0%	0	8.9%	7	2.8%	1	0.0%	0	1.2%	1	0.0%	0	6.3%	5	2.8%	3	1.3%	1	1.6%	1	4.9%	4
£70,000 - £79,999	1.5%	13	17.7%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	2.3%	2	0.0%	0	0.6%	1	0.9%	1	0.0%	0
£80,000 - £89,999	1.2%	10	0.0%	0	0.0%	0	2.1%	2	1.1%	1	2.3%	2	5.6%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
£90,000 - £99,999	0.8%	7	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.3%	2
£100,000 - £149,999	2.7%	23	0.0%	0	5.8%	3	2.1%	2	0.0%	0	2.9%	2	14.4%	10	1.6%	1	2.3%	2	1.0%	1	0.6%	1	1.6%	1	0.0%	0
£150,000+	0.5%	5	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
(Don't know / refused)	57.3%	477	35.8%	7	50.2%	27	46.6%	35	67.1%	31	65.9%	52	36.0%	26	71.5%	34	52.1%	42	56.6%	68	71.4%	66	59.3%	42	63.1%	47
Weighted base:	833		20		54		76		46		79		72		48		80		120		93		71		74	
Sample:	833		18		60		36		62		74		50		48		38		69		112		190		76	

ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and ensure all have access to our services. What is your ethnic background? [PR]

White (British / Irish / Other)	43.1%	359	55.6%	11	54.6%	30	42.0%	32	41.3%	19	27.6%	22	33.6%	24	61.3%	29	61.4%	49	37.2%	45	31.4%	29	41.0%	29	53.8%	40
Black / Black British (Caribbean / African / other black)	16.3%	136	3.7%	1	33.9%	18	8.6%	6	22.2%	10	16.9%	13	18.9%	14	13.6%	6	18.1%	14	20.0%	24	10.7%	10	20.7%	15	5.1%	4
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	30.8%	256	3.7%	1	0.6%	0	41.7%	31	31.0%	14	49.9%	39	35.5%	26	6.0%	3	19.3%	15	34.4%	41	46.1%	43	29.5%	21	28.6%	21
Mixed (any mixed category)	4.4%	37	23.1%	5	3.4%	2	5.7%	4	3.3%	2	4.1%	3	6.4%	5	10.7%	5	0.0%	0	4.4%	5	3.1%	3	3.2%	2	1.6%	1
Chinese	0.6%	5	0.0%	0	5.8%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.6%	1	0.0%	0
(Refused)	4.4%	37	13.9%	3	1.8%	1	2.1%	2	1.1%	1	1.5%	1	5.5%	4	8.3%	4	1.1%	1	4.1%	5	7.0%	6	2.3%	2	10.9%	8
Weighted base:	833		20		54		76		46		79		72		48		80		120		93		71		74	
Sample:	833		18		60		36		62		74		50		48		38		69		112		190		76	

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12									
PC Postal sector:																						
E12 5	4.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.9%	39	0.0%	0	0.0%	0
E12 6	6.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.1%	54	0.0%	0	0.0%	0
E13 0	4.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E13 8	2.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E13 9	2.8%	23	0.0%	0	0.0%	0	30.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E14 0	2.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	21
E14 2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
E14 6	3.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.7%	27
E15 1	3.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	26	0.0%	0	0.0%	0	0.0%	0
E15 2	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	14	0.0%	0	0.0%	0	0.0%	0
E15 3	4.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E15 4	4.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.4%	39	0.0%	0	0.0%	0	0.0%	0
E16 1	3.1%	26	0.0%	0	47.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E16 2	2.4%	20	100.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E16 3	3.4%	29	0.0%	0	52.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E16 4	3.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E3 3	2.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	23
E6 1	2.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E6 2	7.3%	60	0.0%	0	0.0%	0	0.0%	0	76.5%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E6 3	6.3%	52	0.0%	0	0.0%	0	69.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E6 5	1.8%	15	0.0%	0	0.0%	0	0.0%	0	31.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E6 6	3.8%	32	0.0%	0	0.0%	0	0.0%	0	68.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E7 0	3.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	27	0.0%	0	0.0%	0
E7 8	6.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	54	0.0%	0	0.0%	0
E7 9	4.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	39	0.0%	0	0.0%	0
IG11 0	2.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	24	0.0%	0
IG11 7	3.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	25	0.0%	0
IG11 8	2.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	23	0.0%	0
Weighted base:	833	20		54	76	46	79	72	48	80	120	93	71	74								
Sample:	833	18		60	36	62	74	50	48	38	69	112	190	76								

Newham Household Survey for GVA

Weighted:

February 2013 / December 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
ZON Zone:														
Zone 1	2.4%	20	100.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.5%	54	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	9.1%	76	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.5%	46	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%	0	0.0%	0
Zone 5	9.5%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	79	0.0%	0
Zone 6	8.7%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	72	0.0%	0
Zone 7	5.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	48
Zone 8	9.6%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80
Zone 9	14.4%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120
Zone 10	11.1%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	93
Zone 11	8.5%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	71
Zone 12	8.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	74
Weighted base:		833		20		54		76		46		79		72
Sample:		833		18		60		36		62		74		50



Report

**Appendix 2
Convenience
Goods
Floorspace
Need**

LONDON BOROUGH OF NEWHAM
RETAIL & TOWN CENTRE UPDATE 2016

TABLE 1
SURVEY AREA POPULATION FORECASTS

Survey Zone	Postcode Sector Groupings	2015	2020	2025	2030
1	E16 2	16,261	20,859	25,730	29,479
2	E16 1/3	33,133	37,852	43,569	45,605
3	E6 3, E13 9	36,462	36,646	37,253	37,604
4	E6 5/6/7	23,696	27,227	28,848	31,547
5	E6 1/2	35,770	35,785	36,223	36,546
6	E13 0, E15 3	33,680	34,420	35,282	35,620
7	E13 8, E16 4	25,033	27,264	28,853	29,581
8	E15 1/2/4, E20 1/2/3	42,139	53,600	69,387	79,559
9	E7 0/8/9	52,049	51,842	52,182	52,237
10	E12 5/6	39,546	39,616	40,416	40,805
11	IG11 0/7/8	38,784	42,547	46,018	49,067
12	E14 0/2/6, E3 3	41,262	45,466	48,760	51,589
TOTAL		417,815	453,124	492,521	519,239

TABLE 1A
POPULATION GROWTH RATES

2015-2020 (%)	2015-2025 (%)	2015-2030 (%)
28.3	58.2	81.3
14.2	31.5	37.6
0.5	2.2	3.1
14.9	21.7	33.1
0.0	1.3	2.2
2.2	4.8	5.8
8.9	15.3	18.2
27.2	64.7	88.8
-0.4	0.3	0.4
0.2	2.2	3.2
9.7	18.7	26.5
10.2	18.2	25.0
8.5	17.9	24.3

SOURCE: LB Newham, 2015 / Experian Business Strategies, 2015

LONDON BOROUGH OF NEWHAM
RETAIL & TOWN CENTRE UPDATE 2016

TABLE 2
CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2013 PRICES)

GROWTH IN PER CAPITA RETAIL EXPENDITURE:										
2013-14: -1.3%										
2014-15: -0.5%										
2015-30: +0.6% PER ANNUM										
ZONE	2013	2013 Minus SFT at 2.3%	2015	2015 Minus SFT at 2.8%	2020	2020 Minus SFT at 4.0%	2025	2025 Minus SFT at 4.9%	2030	2030 Minus SFT at 5.4%
1	1,461	1,427	1,423	1,383	1,466	1,408	1,511	1,437	1,557	1,473
2	1,442	1,409	1,405	1,365	1,447	1,390	1,491	1,418	1,537	1,454
3	1,475	1,441	1,437	1,397	1,481	1,421	1,525	1,451	1,572	1,487
4	1,462	1,428	1,424	1,384	1,467	1,409	1,512	1,438	1,558	1,474
5	1,492	1,458	1,453	1,413	1,498	1,438	1,543	1,467	1,590	1,504
6	1,451	1,418	1,414	1,374	1,456	1,398	1,501	1,427	1,546	1,463
7	1,434	1,401	1,397	1,358	1,439	1,382	1,483	1,410	1,528	1,446
8	1,578	1,542	1,537	1,494	1,584	1,521	1,632	1,552	1,682	1,591
9	1,564	1,528	1,524	1,481	1,570	1,507	1,618	1,538	1,667	1,577
10	1,511	1,476	1,472	1,431	1,517	1,456	1,563	1,486	1,610	1,523
11	1,617	1,580	1,575	1,531	1,623	1,558	1,672	1,590	1,723	1,630
12	1,500	1,466	1,461	1,420	1,506	1,445	1,551	1,475	1,598	1,512

SOURCE: Experian Micromarketer, 2015 / Experian Retail Planner 12.1 (for SFT figures)

TABLE 3
SURVEY AREA - TOTAL CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS

ZONE	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	22,496	28,857	36,973	43,417
2	45,240	51,684	61,793	66,294
3	50,925	51,182	54,044	55,914
4	32,804	37,692	41,482	46,494
5	50,535	50,556	53,155	54,967
6	46,274	47,291	50,352	52,102
7	33,991	37,020	40,694	42,762
8	62,964	80,089	107,691	126,559
9	77,081	76,775	80,270	82,359
10	56,581	56,681	60,064	62,155
11	59,383	65,145	73,187	79,982
12	58,606	64,577	71,937	78,009
TOTAL	596,880	647,548	731,641	791,014

SOURCE: Tables 1 & 2

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

STRATFORD TOWN CENTRE & WESTFIELD STRATFORD

TABLE 4
CONVENIENCE GOODS ALLOCAITON - % MARKET SHARE

Catchment Zone	MORRISONS, THE GROVE				SAINSBURYS, THE MALL				WAITROSE, WESTFIELD STRATFORD				M&S, WESTFIELD STRATFORD				OTHER CONVENIENCE STORES				TOTAL			
	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8
2	1.2	1.2	1.2	1.2	4.7	4.7	4.7	4.7	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.7	0.0	0.0	0.0	0.0	6.5	6.5	6.5	6.5
3	0.6	0.6	0.6	0.6	4.4	4.4	4.4	4.4	0.0	0.0	0.0	0.0	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	5.5	5.5	5.5	5.5
4	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.3
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	19.5	19.5	19.5	19.5	17.1	17.1	17.1	17.1	5.3	5.3	5.3	5.3	4.2	4.2	4.2	4.2	1.7	1.7	1.7	1.7	47.8	47.8	47.8	47.8
7	1.4	1.4	1.4	1.4	2.6	2.6	2.6	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.3	4.2	4.2	4.2	4.2
8	59.7	59.7	59.7	59.7	5.1	5.1	5.1	5.1	2.5	2.5	2.5	2.5	0.0	0.0	0.0	0.0	3.3	3.3	3.3	3.3	70.5	70.5	70.5	70.5
9	11.8	11.8	11.8	11.8	1.4	1.4	1.4	1.4	1.3	1.3	1.3	1.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	15.2	15.2	15.2	15.2
10	4.0	4.0	4.0	4.0	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	4.8	4.8	4.8
11	1.3	1.3	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.3	1.3	1.3
12	0.6	0.6	0.6	0.6	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.9	0.9

SOURCE: Household Survey, 2014/15

TABLE 5
CONVENIENCE GOODS ALLOCATION (£000)

Catchment Zone	MORRISONS, THE GROVE				SAINSBURYS, THE MALL				WAITROSE, WESTFIELD STRATFORD				M&S, WESTFIELD STRATFORD				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	169	216	277	326	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	169	216	277	326
2	532	607	726	779	2,104	2,403	2,873	3,083	0	0	0	0	305	349	417	447	0	0	0	0	2,941	3,359	4,017	4,309
3	280	282	297	308	2,253	2,265	2,391	2,474	0	0	0	0	280	282	297	308	0	0	0	0	2,814	2,828	2,986	3,089
4	90	104	114	128	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	90	104	114	128
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	9,035	9,234	9,831	10,173	7,890	8,063	8,585	8,883	2,429	2,483	2,643	2,735	1,944	1,986	2,115	2,188	798	816	869	899	22,096	22,581	24,043	24,879
7	459	500	549	577	867	944	1,038	1,090	0	0	0	0	0	0	0	0	85	93	102	107	1,411	1,536	1,689	1,775
8	37,605	47,833	64,318	75,587	3,195	4,065	5,465	6,423	1,543	1,962	2,638	3,101	0	0	0	0	2,062	2,623	3,527	4,145	44,405	56,483	75,949	89,255
9	9,115	9,079	9,492	9,739	1,098	1,094	1,144	1,174	983	979	1,023	1,050	251	250	261	268	231	230	241	247	11,678	11,631	12,161	12,477
10	2,235	2,239	2,373	2,455	0	0	0	0	467	468	496	513	0	0	0	0	0	0	0	0	2,702	2,707	2,868	2,968
11	757	831	933	1,020	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	757	831	933	1,020
12	337	371	414	449	176	194	216	234	0	0	0	0	0	0	0	0	0	0	0	0	513	565	629	683
TOTAL	60,614	71,295	89,325	101,540	17,583	19,028	21,712	23,361	5,422	5,891	6,801	7,399	2,779	2,866	3,090	3,211	3,177	3,762	4,738	5,398	89,575	102,841	125,666	140,908

SOURCE: Tables 3 & 4

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

EAST HAM TOWN CENTRE

TABLE 6
CONVENIENCE GOODS ALLOCAITON - % MARKET SHARE

Catchment Zone	SAINSBURY, MYRTLE ROAD				LIDL, HIGH STREET NORTH				TESCO EXPRESS, PILGRIMS WAY				ICELAND, HIGH STREET NORTH				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	9.0	9.0	9.0	9.0	0.0	0.0	0.0	0.0	5.1	5.1	5.1	5.1	0.0	0.0	0.0	0.0	0.6	0.6	0.6	0.6	14.6	14.6	14.6	14.6
4	5.4	5.4	5.4	5.4	1.2	1.2	1.2	1.2	0.8	0.8	0.8	0.8	4.2	4.2	4.2	4.2	2.2	2.2	2.2	2.2	13.8	13.8	13.8	13.8
5	21.5	21.5	21.5	21.5	3.3	3.3	3.3	3.3	0.7	0.7	0.7	0.7	1.4	1.4	1.4	1.4	4.1	4.1	4.1	4.1	30.9	30.9	30.9	30.9
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	1.0	1.0
7	0.0	0.0	0.0	0.0	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0	3.4	3.4	3.4	3.4	0.0	0.0	0.0	0.0	3.9	3.9	3.9	3.9
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	3.3	3.3	3.3	3.3	1.4	1.4	1.4	1.4	2.0	2.0	2.0	2.0	0.8	0.8	0.8	0.8	0.3	0.3	0.3	0.3	7.8	7.8	7.8	7.8
10	7.5	7.5	7.5	7.5	1.1	1.1	1.1	1.1	1.7	1.7	1.7	1.7	5.4	5.4	5.4	5.4	2.8	2.8	2.8	2.8	18.5	18.5	18.5	18.5
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8

SOURCE: Household Survey, 2014/2015

TABLE 7
CONVENIENCE GOODS ALLOCATION (£000)

Catchment Zone	SAINSBURY, MYRTLE ROAD				LIDL, HIGH STREET NORTH				TESCO EXPRESS, PILGRIMS WAY				ICELAND, HIGH STREET NORTH				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	169	216	277	326	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	169	216	277	326
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	4,583	4,606	4,864	5,032	0	0	0	0	2,572	2,585	2,729	2,824	0	0	0	0	280	282	297	308	7,435	7,473	7,890	8,163
4	1,755	2,017	2,219	2,487	394	452	498	558	262	302	332	372	1,378	1,583	1,742	1,953	722	829	913	1,023	4,511	5,183	5,704	6,393
5	10,840	10,844	11,402	11,790	1,655	1,656	1,741	1,800	366	367	385	399	682	683	718	742	2,059	2,060	2,166	2,240	15,603	15,609	16,412	16,971
6	0	0	0	0	0	0	0	0	474	485	516	534	0	0	0	0	0	0	0	0	474	485	516	534
7	0	0	0	0	178	194	214	225	0	0	0	0	1,147	1,249	1,373	1,443	0	0	0	0	1,326	1,444	1,587	1,668
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	2,505	2,495	2,609	2,677	1,098	1,094	1,144	1,174	1,561	1,555	1,625	1,668	578	576	602	618	251	250	261	268	5,993	5,969	6,241	6,403
10	4,244	4,251	4,505	4,662	622	623	661	684	948	949	1,006	1,041	3,069	3,075	3,258	3,372	1,570	1,573	1,667	1,725	10,453	10,472	11,097	11,483
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	440	484	540	585	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	440	484	540	585
TOTAL	24,535	24,914	26,415	27,559	3,948	4,020	4,257	4,440	6,183	6,242	6,594	6,837	6,855	7,166	7,694	8,128	4,882	4,993	5,304	5,563	46,403	47,335	50,264	52,526

SOURCE: Tables 3 & 6

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

CANNING TOWN DISTRICT CENTRE

TABLE 8
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	CO-OP, CANNING TOWN				ICELAND, CANNING TOWN				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	4.3	4.3	4.3	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	4.3	4.3	4.3
2	0.9	0.9	0.9	0.9	1.3	1.3	1.3	1.3	3.8	3.8	3.8	3.8	6.0	6.0	6.0	6.0
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
7	5.7	5.7	5.7	5.7	5.7	5.7	5.7	5.7	0.3	0.3	0.3	0.3	11.7	11.7	11.7	11.7
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8
10	0.0	0.0	0.0	0.0	2.9	2.9	2.9	2.9	0.0	0.0	0.0	0.0	2.9	2.9	2.9	2.9
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

SOURCE: Household Survey, 2014/15

TABLE 9
CONVENIENCE GOODS ALLOCATION (£000)

Catchment Zone	CO-OP, CANNING TOWN				ICELAND, CANNING TOWN				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	973	1,248	1,599	1,878	0	0	0	0	0	0	0	0	973	1,248	1,599	1,878
2	396	452	541	580	588	672	803	862	1,719	1,964	2,348	2,519	2,703	3,088	3,692	3,961
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	417	417	439	453	0	0	0	0	417	417	439	453
6	0	0	0	0	0	0	0	0	1,145	1,170	1,246	1,290	1,145	1,170	1,246	1,290
7	1,946	2,119	2,330	2,448	1,946	2,119	2,330	2,448	85	93	102	107	3,977	4,331	4,761	5,003
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	578	576	602	618	0	0	0	0	578	576	602	618
10	0	0	0	0	1,655	1,658	1,757	1,818	0	0	0	0	1,655	1,658	1,757	1,818
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	3,315	3,820	4,470	4,906	5,184	5,442	5,930	6,199	2,949	3,227	3,696	3,916	11,448	12,489	14,096	15,021

SOURCE: Tables 3 & 8

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

EAST BECKTON & THE BECKTON AREA

TABLE 10
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	ADSA, EAST BECKTON				TESCO EXTRA, GALLIONS REACH				SAINSBURYS, CLAPS GATE				OTHER CONVENIENCE STORES, BECKTON				TOTAL			
	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	19.2	19.2	19.2	19.2	31.5	31.5	31.5	31.5	13.1	13.1	13.1	13.1	5.9	5.9	5.9	5.9	69.7	69.7	69.7	69.7
2	37.6	37.6	37.6	37.6	12.0	12.0	12.0	12.0	14.8	14.8	14.8	14.8	2.7	2.7	2.7	2.7	67.0	67.0	67.0	67.0
3	18.2	18.2	18.2	18.2	4.2	4.2	4.2	4.2	10.3	10.3	10.3	10.3	0.5	0.5	0.5	0.5	33.1	33.1	33.1	33.1
4	40.2	40.2	40.2	40.2	10.6	10.6	10.6	10.6	12.7	12.7	12.7	12.7	5.4	5.4	5.4	5.4	68.8	68.8	68.8	68.8
5	14.3	14.3	14.3	14.3	9.9	9.9	9.9	9.9	7.4	7.4	7.4	7.4	0.3	0.3	0.3	0.3	31.9	31.9	31.9	31.9
6	0.5	0.5	0.5	0.5	5.2	5.2	5.2	5.2	7.7	7.7	7.7	7.7	0.6	0.6	0.6	0.6	13.9	13.9	13.9	13.9
7	20.2	20.2	20.2	20.2	24.3	24.3	24.3	24.3	9.5	9.5	9.5	9.5	0.8	0.8	0.8	0.8	54.8	54.8	54.8	54.8
8	4.8	4.8	4.8	4.8	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8	0.0	0.0	0.0	0.0	5.6	5.6	5.6	5.6
9	7.3	7.3	7.3	7.3	5.0	5.0	5.0	5.0	0.4	0.4	0.4	0.4	0.8	0.8	0.8	0.8	13.4	13.4	13.4	13.4
10	7.3	7.3	7.3	7.3	4.6	4.6	4.6	4.6	3.0	3.0	3.0	3.0	0.0	0.0	0.0	0.0	14.9	14.9	14.9	14.9
11	2.5	2.5	2.5	2.5	3.7	3.7	3.7	3.7	1.8	1.8	1.8	1.8	0.0	0.0	0.0	0.0	8.0	8.0	8.0	8.0
12	0.0	0.0	0.0	0.0	3.8	3.8	3.8	3.8	3.3	3.3	3.3	3.3	0.4	0.4	0.4	0.4	7.5	7.5	7.5	7.5

SOURCE: Household Survey, 2014/15

TABLE 11
CONVENIENCE GOODS ALLOCATION (£000)

Catchment Zone	ADSA, EAST BECKTON				TESCO EXTRA, GALLIONS REACH				SAINSBURYS, CLAPS GATE				OTHER CONVENIENCE STORES, BECKTON				TOTAL			
	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	4,325	5,548	7,108	8,347	7,075	9,075	11,628	13,655	2,953	3,787	4,853	5,698	1,333	1,710	2,191	2,572	15,685	20,120	25,779	30,272
2	17,022	19,446	23,250	24,943	5,406	6,176	7,384	7,922	6,684	7,636	9,130	9,795	1,210	1,383	1,653	1,773	30,322	34,641	41,417	44,433
3	9,281	9,328	9,850	10,190	2,113	2,124	2,243	2,320	5,220	5,246	5,540	5,731	229	230	243	252	16,844	16,929	17,875	18,494
4	13,171	15,133	16,655	18,667	3,469	3,986	4,387	4,917	4,150	4,768	5,247	5,882	1,771	2,035	2,240	2,511	22,561	25,923	28,529	31,977
5	7,214	7,217	7,588	7,847	5,003	5,005	5,262	5,442	3,752	3,754	3,947	4,081	139	139	146	151	16,108	16,115	16,943	17,521
6	208	213	227	234	2,395	2,447	2,606	2,696	3,540	3,618	3,852	3,986	266	272	290	300	6,409	6,550	6,974	7,216
7	6,849	7,460	8,200	8,617	8,260	8,996	9,889	10,391	3,238	3,526	3,876	4,073	272	296	326	342	18,619	20,278	22,290	23,423
8	3,022	3,844	5,169	6,075	0	0	0	0	519	661	888	1,044	0	0	0	0	3,542	4,505	6,058	7,119
9	5,588	5,566	5,820	5,971	3,816	3,800	3,973	4,077	289	288	301	309	636	633	662	679	10,329	10,288	10,756	11,036
10	4,145	4,152	4,400	4,553	2,589	2,593	2,748	2,844	1,697	1,700	1,802	1,865	0	0	0	0	8,431	8,445	8,949	9,261
11	1,455	1,596	1,793	1,960	2,212	2,427	2,726	2,979	1,084	1,189	1,336	1,460	0	0	0	0	4,751	5,212	5,855	6,399
12	0	0	0	0	2,198	2,422	2,698	2,925	1,934	2,131	2,374	2,574	234	258	288	312	4,366	4,811	5,359	5,812
TOTAL	72,280	79,503	90,058	97,404	44,535	49,052	55,544	60,168	35,060	38,305	43,145	46,498	6,091	6,957	8,038	8,892	157,965	173,816	196,785	212,962

SOURCE: Tables 3 & 10

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

FOREST GATE DISTRICT CENTRE

TABLE 12
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	CO-OP, FOREST GATE				TESCO, FOREST GATE				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0	0.5	0.5	0.5	0.5
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0
7	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	6.5	6.5	6.5	6.5	3.8	3.8	3.8	3.8	5.2	5.2	5.2	5.2	15.4	15.4	15.4	15.4
10	0.0	0.0	0.0	0.0	1.9	1.9	1.9	1.9	0.6	0.6	0.6	0.6	2.5	2.5	2.5	2.5
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

SOURCE: Household Survey, 2014/15

TABLE 13
CONVENIENCE GOODS ALLOCATION (£000)

Catchment Zone	CO-OP, FOREST GATE				TESCO, FOREST GATE				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	244	246	259	268	0	0	0	0	244	246	259	268
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	2,753	2,814	2,996	3,100	2,753	2,814	2,996	3,100
7	0	0	0	0	68	74	81	86	0	0	0	0	68	74	81	86
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	4,991	4,971	5,197	5,333	2,921	2,910	3,042	3,121	3,989	3,973	4,154	4,262	11,901	11,854	12,394	12,716
10	0	0	0	0	1,069	1,071	1,135	1,175	339	340	360	373	1,409	1,411	1,496	1,548
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	4,991	4,971	5,197	5,333	4,303	4,301	4,518	4,650	7,082	7,127	7,510	7,735	16,376	16,399	17,226	17,718

SOURCE: Tables 3 & 12

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

GREEN STREET DISTRICT CENTRE

TABLE 14
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	TESCO, GREEN STREET				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0	0.5	0.5	0.5	0.5
3	4.4	4.4	4.4	4.4	0.6	0.6	0.6	0.6	5.0	5.0	5.0	5.0
4	4.5	4.5	4.5	4.5	8.9	8.9	8.9	8.9	13.4	13.4	13.4	13.4
5	0.0	0.0	0.0	0.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
6	4.0	4.0	4.0	4.0	0.8	0.8	0.8	0.8	4.8	4.8	4.8	4.8
7	1.8	1.8	1.8	1.8	0.0	0.0	0.0	0.0	1.8	1.8	1.8	1.8
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	8.6	8.6	8.6	8.6	2.5	2.5	2.5	2.5	11.1	11.1	11.1	11.1
10	1.3	1.3	1.3	1.3	0.6	0.6	0.6	0.6	1.9	1.9	1.9	1.9
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

SOURCE: Household Survey, 2014/15

TABLE 15
CONVENIENCE GOODS ALLOCATION (£000)

Catchment Zone	TESCO, GREEN STREET				OTHER TOWN CENTRE CONVENIENCE STORES				TOTAL			
	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	0	0	0	0	0	0	0	0	0	0	0	0
2	214	244	292	313	0	0	0	0	214	244	292	313
3	2,251	2,262	2,389	2,471	280	282	297	308	2,531	2,544	2,686	2,779
4	1,489	1,711	1,883	2,111	2,920	3,355	3,692	4,138	4,409	5,066	5,575	6,249
5	0	0	0	0	1,011	1,011	1,063	1,099	1,011	1,011	1,063	1,099
6	1,864	1,905	2,028	2,098	370	378	403	417	2,234	2,283	2,431	2,515
7	617	672	739	776	0	0	0	0	617	672	739	776
8	0	0	0	0	0	0	0	0	0	0	0	0
9	6,590	6,564	6,863	7,042	1,927	1,919	2,007	2,059	8,517	8,484	8,870	9,101
10	737	738	782	810	311	312	330	342	1,048	1,050	1,113	1,151
11	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	13,762	14,097	14,976	15,621	6,819	7,257	7,792	8,363	20,581	21,353	22,768	23,984

SOURCE: Tables 3 & 14

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

TABLE 16
STRATFORD TOWN CENTRE CONVENIENCE GOODS FLOORSPACE

	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Morrisons, The Grove	2,391	90%	2,152	11,555	24,865
Sainsbury's, The Mall	1,274	90%	1,147	9,990	11,455
Waitrose, Westfield	1,948	85%	1,656	12,784	21,168
M&S, Westfield	12,635	13%	1,579	11,609	18,335
Other	1,456	100%	1,456	2,500	3,639
TOTAL	19,704		7,989	9,946	79,462

TABLE 17
EAST HAM TOWN CENTRE CONVENIENCE GOODS FLOORSPACE

	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Sainsbury's, Myrtle Road	1,189	100%	1,189	9,990	11,878
Lidl, High Street North	929	100%	929	2,961	2,751
Tesco Express, Pilgrims Way	272	100%	271	12,883	3,491
Iceland, High Street North	224	100%	224	6,244	1,399
Other	5,355	100%	5,355	2,500	13,388
TOTAL	7,969		7,968	4,130	32,906

TABLE 18
DISTRICT CENTRE CONVENIENCE GOODS FLOORSPACE

	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
CANNING TOWN					
Co-Op	824	100%	824	8,058	6,640
Iceland	376	100%	376	6,244	2,348
Other	918	100%	918	2,500	2,294
SUBTOTAL	2,118		2,118	5,328	11,281
EAST BECKTON					
Asda	4,809	80%	3,847	14,352	55,215
Lidl	929	100%	929	2,961	2,751
Other	433	100%	433	2,500	1,083
SUBTOTAL	6,171		5,209	11,335	59,049
FOREST GATE (SEE NOTE A BELOW)					
Co-Op	489	100%	489	8,058	3,940
Tesco	306	100%	306	12,883	3,936
Other	3,618	90%	3,256	2,500	8,140
SUBTOTAL	4,412		4,050	3,954	16,016
GREEN STREET (UPTON PARK)					
Tesco	1,053	95%	1,000	12,883	12,888
Iceland	465	100%	465	6,244	2,903
Other	4,116	100%	4,116	2,500	10,291
SUBTOTAL	5,634		5,582	4,673	26,081
TOTAL DISTRICT CENTRES	18,335		16,959	6,629	112,427

TABLE 19
OUT OF CENTRE CENTRE CONVENIENCE GOODS FLOORSPACE IN THE BECKTON AREA

	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Tesco Extra Gallions Reach	8,204	60%	4,922	12,883	63,415
Sainsbury's Claps Gate	6,410	80%	5,128	9,990	51,229
	14,614		10,050	11,407	114,644

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 20
FUTURE SHOP FLOORSPACE CAPACITY - GLOBAL LONDON BOROUGH OF NEWHAM
EXCLUDING COMMITMENTS

GROWTH IN SALES PER SQ M (% PER ANNUM):	2015-2020 = 0.4 2020-2030 = 0.5			
	CONVENIENCE GOODS			
	2015	2020	2025	2030
Total Available Expenditure (£000) ZONES 1-12 2007 SURVEY	596,880	647,548	731,641	791,014
Survey Area Market Share (%)	58	58	58	58
Residents Spending (£000)	342,347	374,233	426,805	463,119
Existing Shop Floorspace (sqm net)	42,967	42,967	42,967	42,967
Sales per sqm net £	7,968	7,900	8,100	8,304
Sales from Existing Floorspace (£000)	342,347	339,439	348,011	356,798
Residual Spending to Support new shops (£000)	0	34,793	78,794	106,321
Sales per sqm net in new shops (£)	10,000	10,000	10,000	10,000
Capacity for new floorspace (sq m net)	0	3,479	7,879	10,632

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 21
FUTURE SHOP FLOORSPACE CAPACITY - NORTH WEST SUB AREA (STRATFORD)

GROWTH IN SALES PER SQ M (% PER ANNUM):	2015-2020 = 0.4 2020-2030 = 0.5			
	CONVENIENCE GOODS			
	2015	2020	2025	2030
Total Available Sub-Area Expenditure (£000)	596,880	647,548	731,641	791,014
Survey Area Market Share (%)	16	16	16	16
Residents Spending (£000)	89,575	102,841	125,666	140,908
Existing Shop Floorspace (sqm net)	7,989	7,989	7,989	7,989
Sales per sqm net £	11,212	9,946	10,197	10,455
Sales from Existing Floorspace (£000)	89,575	79,462	81,468	83,525
Residual Spending to Support new shops (£000)	0	23,380	44,198	57,383
Sales per sqm net in new shops (£)	10,000	10,000	10,000	10,000
Capacity for new floorspace (sq m net)	0	2,338	4,420	5,738

TABLE 23
FUTURE SHOP FLOORSPACE CAPACITY - SOUTH WEST (CANNING TOWN & ROYAL DOCKS)

GROWTH IN SALES PER SQ M (% PER ANNUM):	2015-2020 = 0.4 2020-2030 = 0.5			
	CONVENIENCE GOODS			
	2015	2020	2025	2030
Total Available Sub-Area Expenditure (£000)	596,880	647,548	731,641	791,014
Survey Area Market Share (%)	2	2	2	2
Residents Spending (£000)	11,448	12,489	14,096	15,021
Existing Shop Floorspace (sqm net)	2,118	2,118	2,118	2,118
Sales per sqm net £	5,407	5,328	5,462	5,600
Sales from Existing Floorspace (£000)	11,448	11,281	11,566	11,858
Residual Spending to Support new shops (£000)	0	1,207	2,530	3,162
Sales per sqm net in new shops (£)	10,000	10,000	10,000	10,000
Capacity for new floorspace (sq m net)	0	121	253	316

TABLE 22
FUTURE SHOP FLOORSPACE CAPACITY - NORTH EAST (FOREST GATE)

GROWTH IN SALES PER SQ M (% PER ANNUM):	2015-2020 = 0.4 2020-2030 = 0.5			
	CONVENIENCE GOODS			
	2015	2020	2025	2030
Total Available Sub-Area Expenditure (£000)	596,880	647,548	731,641	791,014
Survey Area Market Share (%)	3	3	3	3
Residents Spending (£000)	16,376	16,399	17,226	17,718
Existing Shop Floorspace (sqm net)	4,050	4,050	4,050	4,050
Sales per sqm net £	4,043	3,954	4,054	4,156
Sales from Existing Floorspace (£000)	16,376	16,016	16,420	16,835
Residual Spending to Support new shops (£000)	0	383	806	883
Sales per sqm net in new shops (£)	10,000	10,000	10,000	10,000
Capacity for new floorspace (sq m net)	0	38	81	88

TABLE 24
FUTURE SHOP FLOORSPACE CAPACITY - SOUTH EAST (EAST HAM, GREEN STREET & BECKTON)

GROWTH IN SALES PER SQ M (% PER ANNUM):	2015-2020 = 0.4 2020-2030 = 0.5			
	CONVENIENCE GOODS			
	2015	2020	2025	2030
Total Available Sub-Area Expenditure (£000)	596,880	647,548	731,641	791,014
Survey Area Market Share (%)	38	38	38	38
Residents Spending (£000)	224,949	242,504	269,817	289,472
Existing Shop Floorspace (sqm net)	28,809	28,809	28,809	28,809
Sales per sqm net £	7,808	8,077	8,281	8,490
Sales from Existing Floorspace (£000)	224,949	232,680	238,556	244,580
Residual Spending to Support new shops (£000)	0	9,823	31,261	44,892
Sales per sqm net in new shops (£)	10,000	10,000	10,000	10,000
Capacity for new floorspace (sq m net)	0	982	3,126	4,489



Report

**Appendix 3
Comparison
Goods
Floorspace
Need**

LONDON BOROUGH OF NEWHAM
 RETAIL & TOWN CENTRE STUDY UPDATE 2016

TABLE 1
SURVEY AREA POPULATION FORECASTS

Survey Zone	Postcode Sector Groupings	2015	2020	2025	2030
1	E16 2	16,261	20,859	25,730	29,479
2	E16 1/3	33,133	37,852	43,569	45,605
3	E6 3 E13 9	36,462	36,646	37,253	37,604
4	E6 5/6/7	23,696	27,227	28,848	31,547
5	E6 1/2	35,770	35,785	36,223	36,546
6	E13 0 E15 3	33,680	34,420	35,282	35,620
7	E13 8 E16 4	25,033	27,264	28,853	29,581
8	E15 1/2/4	42,139	53,600	69,387	79,559
9	E7 0/8/9	52,049	51,842	52,182	52,237
10	E12 5/6	39,546	39,616	40,416	40,805
11	IG11 0/7/8	38,784	42,547	46,018	49,067
12	E14 0/2/6 E3 3	41,262	45,466	48,760	51,589
TOTAL		417,815	453,124	492,521	519,239

TABLE 1A
POPULATION GROWTH RATES

2015-2020 (%)	2015-2025 (%)	2015-2030 (%)
28.3	58.2	81.3
14.2	31.5	37.6
0.5	2.2	3.1
14.9	21.7	33.1
0.0	1.3	2.2
2.2	4.8	5.8
8.9	15.3	18.2
27.2	64.7	88.8
-0.4	0.3	0.4
0.2	2.2	3.2
9.7	18.7	26.5
10.2	18.2	25.0
8.5	17.9	24.3

SOURCE: London Borough Newham / Experian Business Strategies, 2015

LONDON BOROUGH OF NEWHAM
RETAIL & TOWN CENTRE STUDY UPDATE 2016

TABLE 2
COMPARISON GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2013 PRICES)

GROWTH IN PER CAPITA RETAIL EXPENDITURE:										
2013-14: +4.6%										
2014-15: +5.6%										
2015-30: +3.3% PER ANNUM										
ZONE	2013		2015		2020		2025		2030	
	Minus SFT at 11.1%		Minus SFT at 12.5%		Minus SFT at 15.7%		Minus SFT at 15.9%		Minus SFT at 15.6%	
1	2,262	2,011	2,499	2,186	2,939	2,478	3,457	2,907	4,066	3,432
2	1,904	1,693	2,103	1,840	2,474	2,085	2,910	2,447	3,423	2,889
3	1,706	1,517	1,884	1,649	2,217	1,869	2,607	2,193	3,067	2,588
4	1,820	1,618	2,010	1,759	2,365	1,993	2,781	2,339	3,272	2,761
5	1,818	1,616	2,008	1,757	2,362	1,991	2,778	2,337	3,268	2,758
6	1,729	1,537	1,910	1,671	2,246	1,894	2,642	2,222	3,108	2,623
7	1,687	1,500	1,863	1,630	2,192	1,848	2,578	2,168	3,033	2,560
8	1,980	1,760	2,187	1,914	2,573	2,169	3,026	2,545	3,559	3,004
9	1,942	1,726	2,145	1,877	2,523	2,127	2,968	2,496	3,491	2,946
10	1,951	1,734	2,155	1,886	2,535	2,137	2,982	2,508	3,507	2,960
11	2,118	1,883	2,339	2,047	2,752	2,320	3,237	2,722	3,807	3,213
12	2,001	1,779	2,210	1,934	2,600	2,192	3,058	2,572	3,597	3,036

SOURCE: Experian Micromarketer, 2015 / Experian Retail Planner 12.1 (for SFT figures)

TABLE 3
SURVEY AREA COMPARISON GOODS RETAIL EXPENDITURE FORECASTS

ZONE	2015	2020	2025	2030
	(£000)	(£000)	(£000)	(£000)
1	35,550	51,679	74,804	101,169
2	60,972	78,937	106,620	131,741
3	60,121	68,475	81,684	97,332
4	41,682	54,275	67,481	87,111
5	62,852	71,256	84,640	100,804
6	56,282	65,182	78,405	93,440
7	40,816	50,377	62,561	75,713
8	80,640	116,240	176,579	239,000
9	97,693	110,270	130,246	153,911
10	74,570	84,655	101,346	120,785
11	79,393	98,701	125,270	157,673
12	79,800	99,646	125,402	156,620
TOTAL	770,371	949,690	1,215,037	1,515,299

SOURCE: Tables 1 & 2

LONDON BOROUGH OF NEWHAM
RETAIL & TOWN CENTRE STUDY UPDATE 2016

STRATFORD [Including Westfield]

TABLE 4
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	20.3	20.3	20.3	20.3
2	35.7	35.7	35.7	35.7
3	18.1	18.1	18.1	18.1
4	10.5	10.5	10.5	10.5
5	16.7	16.7	16.7	16.7
6	55.5	55.5	55.5	55.5
7	21.7	21.7	21.7	21.7
8	54.6	54.6	54.6	54.6
9	35.8	35.8	35.8	35.8
10	18.8	18.8	18.8	18.8
11	6.7	6.7	6.7	6.7
12	32.2	32.2	32.2	32.2

SOURCE: Household Telephone Survey, 2014/15

TABLE 5
COMPARISON GOODS SPEND (£) (2013 PRICES)

Catchment Zone	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	7,225	10,503	15,204	20,562
2	21,783	28,202	38,092	47,067
3	10,901	12,416	14,811	17,648
4	4,359	5,676	7,057	9,110
5	10,476	11,876	14,107	16,801
6	31,224	36,162	43,497	51,838
7	8,877	10,957	13,606	16,467
8	44,028	63,464	96,408	130,489
9	34,967	39,468	46,618	55,089
10	14,022	15,918	19,057	22,712
11	5,350	6,652	8,442	10,626
12	25,735	32,136	40,442	50,510
TOTAL	218,948	273,430	357,342	448,919

LONDON BOROUGH OF NEWHAM
RETAIL & TOWN CENTRE STUDY UPDATE 2016

EAST HAM TOWN CENTRE

TABLE 6
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	8.0	8.0	8.0	8.0
2	1.8	1.8	1.8	1.8
3	18.8	18.8	18.8	18.8
4	10.5	10.5	10.5	10.5
5	29.3	29.3	29.3	29.3
6	1.3	1.3	1.3	1.3
7	15.6	15.6	15.6	15.6
8	0.8	0.8	0.8	0.8
9	11.7	11.7	11.7	11.7
10	16.0	16.0	16.0	16.0
11	1.2	1.2	1.2	1.2
12	0.1	0.1	0.1	0.1

SOURCE: Household Telephone Survey, 2014/15

TABLE 7
COMPARISON GOODS SPEND (£) (2013 PRICES)

Catchment Zone	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	2,832	4,117	5,959	8,060
2	1,097	1,420	1,918	2,369
3	11,285	12,853	15,333	18,270
4	4,360	5,678	7,059	9,113
5	18,444	20,910	24,838	29,581
6	748	866	1,042	1,242
7	6,386	7,881	9,788	11,845
8	659	950	1,443	1,954
9	11,404	12,872	15,204	17,967
10	11,958	13,575	16,252	19,369
11	964	1,199	1,521	1,915
12	106	132	166	208
TOTAL	70,243	82,454	100,523	121,892

LONDON BOROUGH OF NEWHAM
 RETAIL & TOWN CENTRE STUDY UPDATE 2016

CANNING TOWN (INC. RETAIL PARK)

TABLE 8
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	0.0	0.0	0.0	0.0
2	0.1	0.1	0.1	0.1
3	0.0	0.0	0.0	0.0
4	0.4	0.4	0.4	0.4
5	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0
7	4.9	4.9	4.9	4.9
8	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0
12	0.3	0.3	0.3	0.3

SOURCE: Household Survey, 2014/15

TABLE 9
COMPARISON GOODS SPEND (£) (2013 PRICES)

Catchment Zone	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	0	0	0	0
2	60	78	105	129
3	0	0	0	0
4	181	236	294	379
5	0	0	0	0
6	0	0	0	0
7	1,993	2,460	3,054	3,697
8	0	0	0	0
9	0	0	0	0
10	0	0	0	0
11	0	0	0	0
12	231	288	362	452
TOTAL	2,465	3,061	3,815	4,658

LONDON BOROUGH OF NEWHAM
RETAIL & TOWN CENTRE STUDY UPDATE 2016

EAST BECKTON (INC. RETAIL PARKS)

TABLE 10
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	36.5	36.5	36.5	36.5
2	34.7	34.7	34.7	34.7
3	34.6	34.6	34.6	34.6
4	47.8	47.8	47.8	47.8
5	28.0	28.0	28.0	28.0
6	17.1	17.1	17.1	17.1
7	26.5	26.5	26.5	26.5
8	7.5	7.5	7.5	7.5
9	18.2	18.2	18.2	18.2
10	16.5	16.5	16.5	16.5
11	19.0	19.0	19.0	19.0
12	13.1	13.1	13.1	13.1

SOURCE: Household Telephone Survey, 2014/15

TABLE 11
COMPARISON GOODS SPEND (£) (2013 PRICES)

Catchment Zone	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	12,992	18,886	27,337	36,972
2	21,127	27,352	36,945	45,650
3	20,812	23,704	28,277	33,694
4	19,928	25,949	32,263	41,648
5	17,586	19,937	23,682	28,204
6	9,627	11,149	13,411	15,983
7	10,798	13,327	16,551	20,030
8	6,020	8,678	13,183	17,843
9	17,817	20,111	23,754	28,070
10	12,318	13,983	16,740	19,951
11	15,046	18,705	23,740	29,881
12	10,485	13,093	16,477	20,579
TOTAL	174,557	214,875	272,360	338,505

LONDON BOROUGH OF NEWHAM
RETAIL & TOWN CENTRE STUDY UPDATE 2016

FOREST GATE DISTRICT CENTRE

TABLE 12
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	0.0	0.0	0.0	0.0
2	0.7	0.7	0.7	0.7
3	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0
5	0.1	0.1	0.1	0.1
6	0.2	0.2	0.2	0.2
7	0.0	0.0	0.0	0.0
8	3.4	3.4	3.4	3.4
9	2.9	2.9	2.9	2.9
10	0.6	0.6	0.6	0.6
11	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0

SOURCE: Household Telephone Survey, 2014

TABLE 13
COMPARISON GOODS SPEND (£) (2013 PRICES)

Catchment Zone	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	0	0	0	0
2	454	588	794	982
3	0	0	0	0
4	0	0	0	0
5	51	58	69	83
6	92	106	128	152
7	0	0	0	0
8	2,710	3,906	5,933	8,030
9	2,860	3,228	3,813	4,505
10	436	495	593	707
11	0	0	0	0
12	0	0	0	0
TOTAL	6,603	8,382	11,330	14,459

LONDON BOROUGH OF NEWHAM
TOWN CENTRE & RETAIL STUDY 2016

GREEN STREET DISTRICT CENTRE

TABLE 14
COMPARISON GOODS MARKET SHARE (%)

Catchment Zone	2015 (%)	2020 (%)	2025 (%)	2030 (%)
1	0.0	0.0	0.0	0.0
2	0.2	0.2	0.2	0.2
3	0.0	0.0	0.0	0.0
4	1.0	1.0	1.0	1.0
5	0.7	0.7	0.7	0.7
6	2.1	2.1	2.1	2.1
7	0.0	0.0	0.0	0.0
8	0.5	0.5	0.5	0.5
9	2.9	2.9	2.9	2.9
10	1.7	1.7	1.7	1.7
11	0.6	0.6	0.6	0.6
12	0.0	0.0	0.0	0.0

SOURCE: Household Telephone Survey, 2014/15

TABLE 15
COMPARISON GOODS SPEND (£) (2013 PRICES)

Catchment Zone	2015 (£000)	2020 (£000)	2025 (£000)	2030 (£000)
1	0	0	0	0
2	103	134	181	223
3	0	0	0	0
4	401	523	650	839
5	415	471	559	666
6	1,201	1,391	1,673	1,994
7	0	0	0	0
8	427	616	936	1,267
9	2,821	3,184	3,761	4,444
10	1,259	1,429	1,711	2,039
11	469	583	740	931
12	0	0	0	0
TOTAL	7,097	8,331	10,211	12,404

LONDON BOROUGH OF NEWHAM
 RETAIL & TOWN CENTRE STUDY UPDATE 2016

TABLE 16
NEWHAM CENTRES COMPARISON GOODS FLOORSPACE

	Net Floorspace (sqm)
TOWN CENTRES	
Stratford	115,634
East Ham	13,559
DISTRICT CENTRES	
Canning Town	3,304
East Beckton	6,662
Forest Gate	6,720
Green Street (Upton Park)	13,649
TOTAL	159,528

SOURCE: Experian Goad, 2015

TABLE 17
RETAIL WAREHOUSE FLOORSPACE

	Net Flisp (sqm)	Co Average Sales (£ per sqm net)	Average Turnover (£000s) 2010
Beckton Gateway Retail Park	10,569	2,552	26,974
Beckton Triangle Retail Park	10,658	7,784	82,965
Gallions Reach	12,878	5,514	71,007
The Junction, Beckton Retail Park	6,831	3,429	23,423
Manor Road , Canning Town	2,225	1,892	4,209
TOTAL	43,160	4,833	208,578

LONDON BOROUGH OF NEWHAM
 RETAIL & TOWN CENTRE STUDY UPDATE 2016

TABLE 18
FUTURE SHOP FLOORSPACE CAPACITY IN THE STUDY AREA

	GROWTH IN SALES PER SQM:			
	1.5 %pa '15-25' 2.0 %pa '25-30'			
	COMPARISON GOODS			
	2015	2020	2025	2030
Total Available Expenditure (£000)	770,371	949,690	1,215,037	1,515,299
Market Share from Survey Area	62	62	62	62
Survey Area Residents Spending (£000)	479,913	590,532	755,581	940,837
Inflow to Westfield Stratford (75.9%)	568,491	707,275	919,795	1,153,046
Total Turnover (£m)	1,048,404	1,297,807	1,675,376	2,093,883
Existing Shop Floorspace (sq m net)	202,688	202,688	202,688	202,688
Sales per sqm net £	5,173	5,572	6,152	6,793
Sales from Existing Floorspace (£000)	1,048,404	1,129,429	1,246,981	1,376,768
Residual Spending to Support new shops (£000)	0	168,378	428,395	717,115
Sales per sqm net in new shops (£)	6,500	6,500	6,500	6,500
Capacity for new floorspace (sqm net)	0	25,904	65,907	110,325

LONDON BOROUGH OF NEWHAM

RETAIL & TOWN CENTRE STUDY UPDATE 2016

**TABLE 19
FUTURE SHOP FLOORSPACE CAPACITY - NORTH WEST (STRATFORD)**

	GROWTH IN SALES PER SQM:			
	1.5 %pa '15-25' 2.0 %pa '25-30'			
	COMPARISON GOODS			
	2015	2020	2025	2030
Total Available Expenditure (£000)	770,371	949,690	1,215,037	1,515,299
Market Share from Survey Area	28	28	28	28
Survey Area Residents Spending (£000)	218,948	273,430	357,342	448,919
Inflow to Westfield Stratford (75.9%)	568,491	707,275	919,795	1,153,046
Total Turnover (£m)	787,439	980,704	1,277,137	1,601,965
Existing Shop Floorspace (sq m net)	115,634	115,634	115,634	115,634
Sales per sqm net £	6,810	7,336	8,100	8,943
Sales from Existing Floorspace (£000)	787,439	848,296	936,587	1,034,068
Residual Spending to Support new shops (£000)	0	132,409	340,550	567,897
Sales per sqm net in new shops (£)	6,500	6,500	6,500	6,500
Capacity for new floorspace (sqm net)	0	20,371	52,392	87,369

**TABLE 20
FUTURE SHOP FLOORSPACE CAPACITY - NORTH EAST (FOREST GATE)**

	GROWTH IN SALES PER SQM:			
	1.5 %pa '15-25' 2.0 %pa '25-30'			
	COMPARISON GOODS			
	2015	2020	2025	2030
Total Available Expenditure (£000)	770,371	949,690	1,215,037	1,515,299
Market Share from Survey Area	1	1	1	1
Survey Area Residents Spending (£000)	6,603	8,382	11,330	14,459
Existing Shop Floorspace (sq m net)	6,720	6,720	6,720	6,720
Sales per sqm net £	983	1,059	1,169	1,290
Sales from Existing Floorspace (£000)	6,603	7,113	7,854	8,671
Residual Spending to Support new shops (£000)	0	1,268	3,476	5,788
Sales per sqm net in new shops (£)	6,500	6,500	6,500	6,500
Capacity for new floorspace (sqm net)	0	195	535	890

**TABLE 21
FUTURE SHOP FLOORSPACE CAPACITY - SOUTH WEST (CANNING TOWN & ROYAL DOCKS)**

	GROWTH IN SALES PER SQM:			
	1.5 %pa '15-25' 2.0 %pa '25-30'			
	COMPARISON GOODS			
	2015	2020	2025	2030
Total Available Expenditure (£000)	770,371	949,690	1,215,037	1,515,299
Market Share from Survey Area	0	0	0	0
Survey Area Residents Spending (£000)	2,465	3,061	3,815	4,658
Existing Shop Floorspace (sq m net)	5,529	5,529	5,529	5,529
Sales per sqm net £	446	480	530	585
Sales from Existing Floorspace (£000)	2,465	2,655	2,932	3,237
Residual Spending to Support new shops (£000)	0	406	884	1,421
Sales per sqm net in new shops (£)	6,500	6,500	6,500	6,500
Capacity for new floorspace (sqm net)	0	62	136	219

**TABLE 22
FUTURE SHOP FLOORSPACE CAPACITY - SOUTH EAST (EAST HAM, GREEN STREET & BECKTON)**

	GROWTH IN SALES PER SQM:			
	1.5 %pa '15-25' 2.0 %pa '25-30'			
	COMPARISON GOODS			
	2015	2020	2025	2030
Total Available Expenditure (£000)	770,371	949,690	1,215,037	1,515,299
Market Share from Survey Area	33	33	33	33
Survey Area Residents Spending (£000)	251,897	305,660	383,094	472,801
Existing Shop Floorspace (sq m net)	74,805	74,805	74,805	74,805
Sales per sqm net £	3,367	3,628	4,005	4,422
Sales from Existing Floorspace (£000)	251,897	271,365	299,609	330,792
Residual Spending to Support new shops (£000)	0	34,295	83,485	142,009
Sales per sqm net in new shops (£)	6,500	6,500	6,500	6,500
Capacity for new floorspace (sqm net)	0	5,276	12,844	21,848



Report

**Plan1
Household
Telephone
Survey Area**



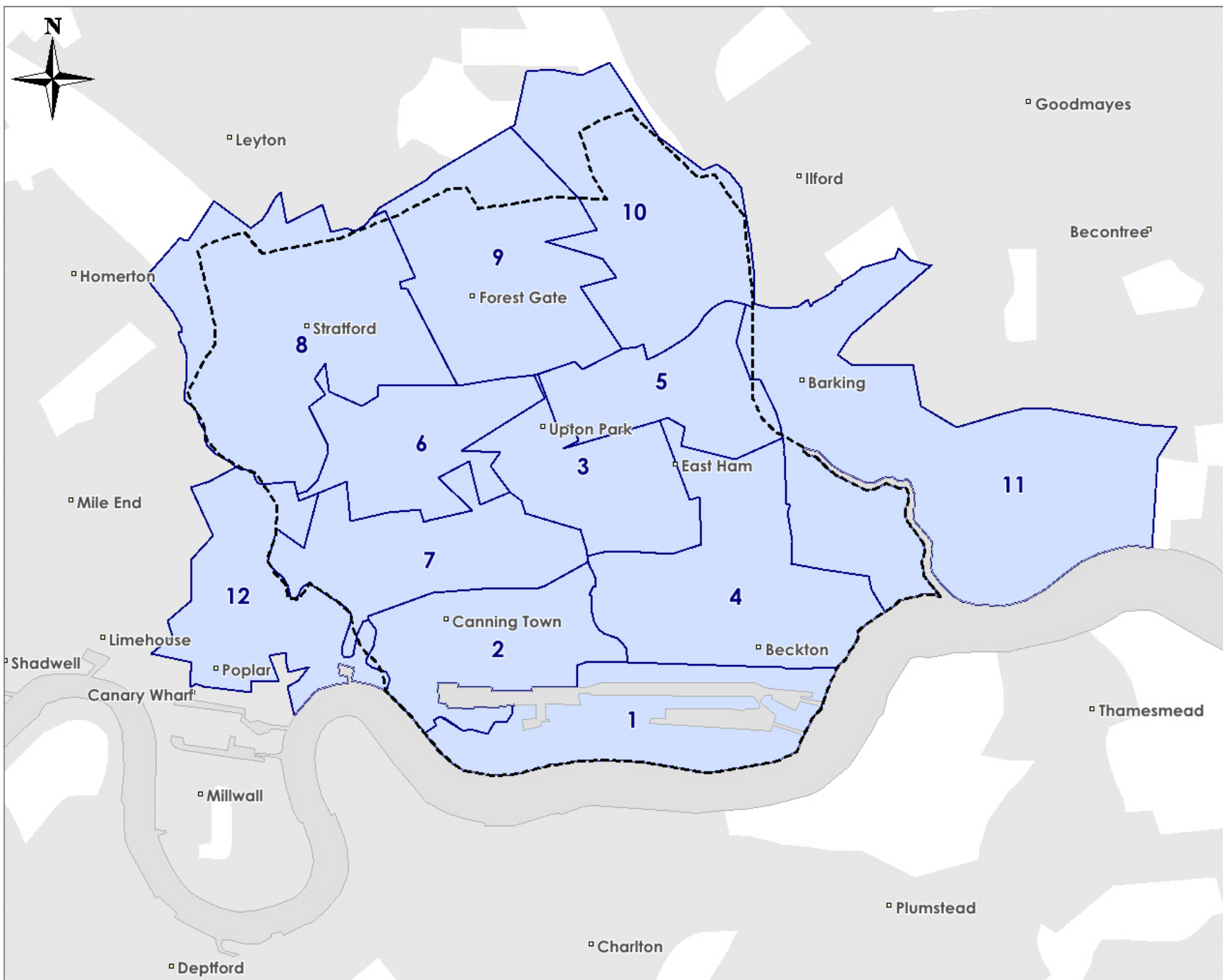
Study area and household survey telephone survey zones

Key

- Newham borough boundary
- Study Area
- Survey zones

Zone Postal sectors

Zone	Postal sectors
1	E16 2
2	E16 1/3
3	E6 3, E13 9
4	E6 5/6/7
5	E6 1/2
6	E13 0, E15 3
7	E13 8, E16 4
8	E15 1/2/4, E20 1/2/3
9	E7 0/8/9
10	E12 5/6
11	IG11 0/7/8
12	E14 0/2/6, E3 3



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A **Bilfinger** Real Estate
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Report

Plan 2 Newham Sub-Areas



**CANNING TOWN CENTRE
RETAIL STUDY**
Study Area, Household Telephone
Survey Zones & Sub Areas



A **Bilfinger** Real Estate
company

Report

**Plan 3
Stratford
Westfield
Shopping
'Inflow'**



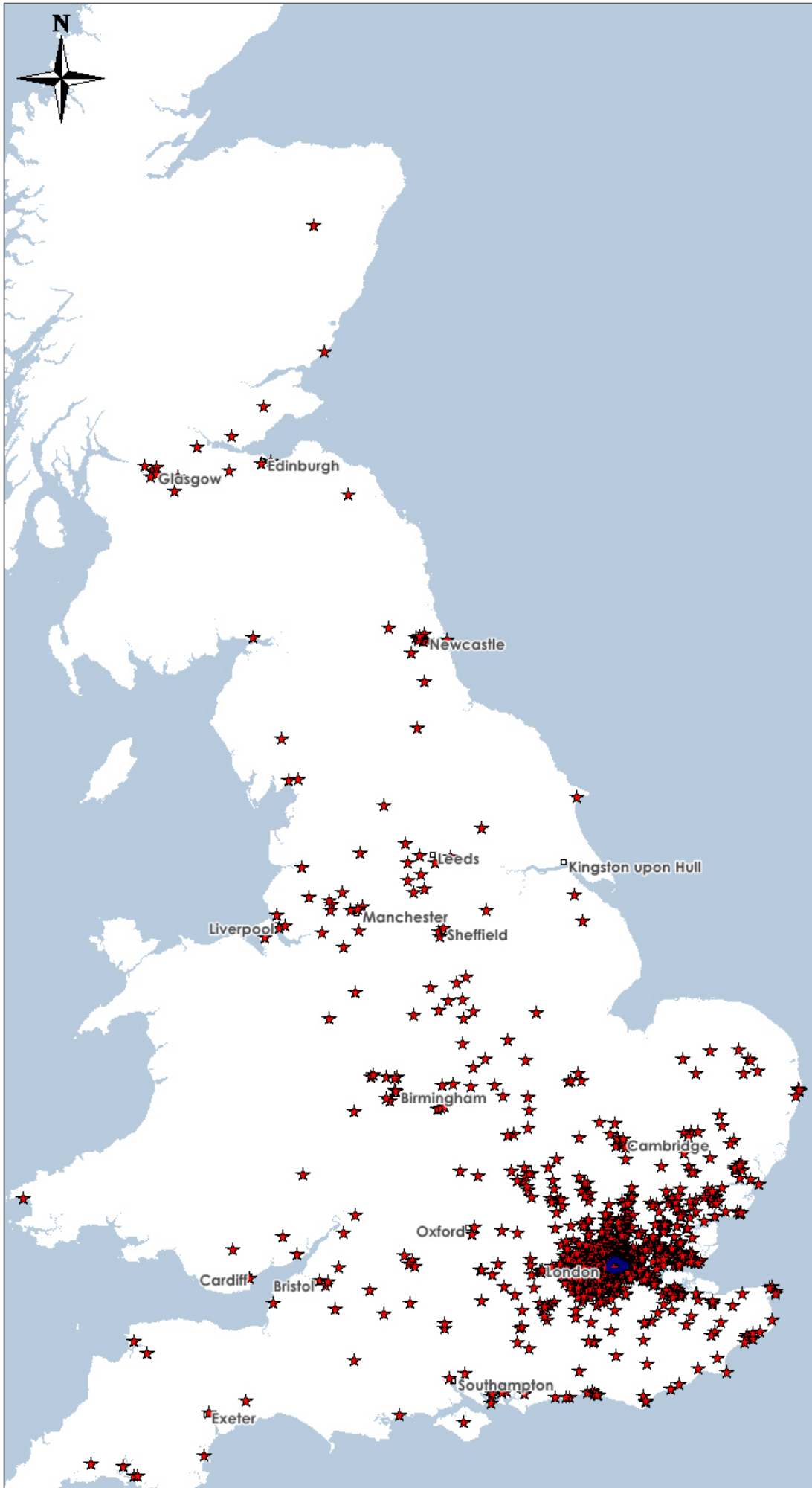


Westfield Shopper Analysis

Key

-  Newham 2015 Study Area
-  Home location of shopper at Westfield Stratford shopping centre

Proportion of Westfield shoppers who live within the Newham study area = 24.1%



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Report








**Plan 4
Stratford
Comparison
Goods
Market
Shares**

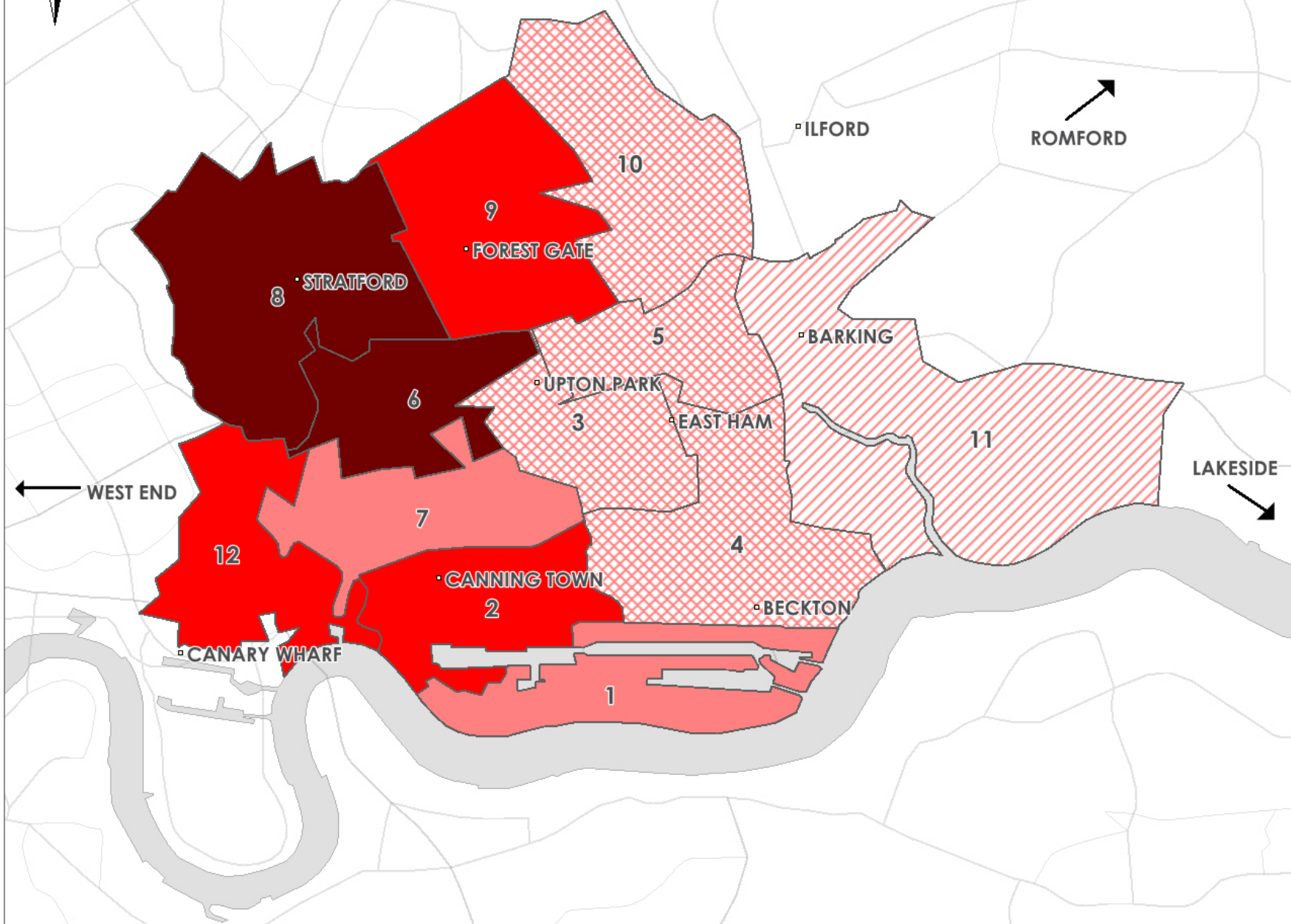


Stratford City & Stratford Town Centre Comparison Goods Market Share, 2015

Key

Convenience Goods
Market Share (%)

-  0.5 - 4.9
-  5 - 9.9
-  10 - 19.9
-  20 - 29.9
-  30 - 39.9
-  40 - 49.9
-  50 - 95



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